

CA1
XC2
-1959
B65

HOUSE OF COMMONS

Second Session—Twenty-fourth Parliament
1959

Government
Publications

SPECIAL COMMITTEE ON

BROADCASTING

Chairman: G. E. HALPENNY, Esq.

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 19

LIBRARY

JUL 20 1959

UNIVERSITY
OF TORONTO

WEDNESDAY, JULY 8, 1959

CANADIAN BROADCASTING CORPORATION

WITNESSES:

Messrs. R. P. Landry, Assistant to the President, Canadian Broadcasting Corporation; W. D. Richardson, Director of Engineering; J.P. Gilmore, Controller of Operations; and Charles Jennings, Controller of Broadcasting.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY
OTTAWA, 1959

CA1
XC2
- 1959
B65

HOUSE OF COMMONS

Second Session—Twenty-fourth Parliament

1959

Government
Publications

SPECIAL COMMITTEE ON
BROADCASTING

Chairman: G. E. HALPENNY, Esq.

MINUTES OF PROCEEDINGS AND EVIDENCE

No. 19

WEDNESDAY, JULY 8, 1959



CANADIAN BROADCASTING CORPORATION

WITNESSES:

Messrs. R. P. Landry, Assistant to the President, Canadian Broadcasting Corporation; W. D. Richardson, Director of Engineering; J.P. Gilmore, Controller of Operations; and Charles Jennings, Controller of Broadcasting.

THE QUEEN'S PRINTER AND CONTROLLER OF STATIONERY
OTTAWA, 1959

SPECIAL COMMITTEE ON BROADCASTING

Chairman: G. E. Halpenny, Esq.,

Vice-Chairman: J. Flynn, Esq.,

and Messrs.

Miss Aitken,
R. A. Bell (*Carleton*),
Tom Bell (*Saint John-
Albert*),
Brassard (*Lapointe*),
Mrs. Casselman,
Chambers,
Dorion,
Eudes,
Fairfield,
Fisher,
Forgie,

Fortin,
Johnson,
Kucherepa,
Lambert,
Macquarrie,
Mitchell,
Muir (*Lisgar*),
McCleave,
McGrath,
McIntosh,
McQuillan,

Nowlan,
Paul,
Pickersgill,
Pratt,
Richard (*Ottawa East*),
Robichaud,
Simpson,
Smith (*Calgary South*),
Smith (*Simcoe North*),
Taylor,
Tremblay.

J. E. O'Connor,
Clerk of the Committee.

CA 1
XC 2
- 1959
B65

MINUTES OF PROCEEDINGS

WEDNESDAY, July 8, 1959.

The Special Committee on Broadcasting met at 3.00 p.m. this day. The Chairman, Mr. Halpenny, presided.

Members present: Miss Aitken, Messrs. Bell (*Carleton*), Bell (*Saint John-Albert*), Brassard (*Lapointe*), Mrs. Casselman, Messrs. Fisher, Flynn, Forgie, Fortin, Halpenny, Kucherepa, Lambert, Muir (*Lisgar*), McCleave, McGrath, McQuillan, Pickersgill, Paul, Pratt, Simpson, Smith (*Simcoe North*), Taylor and Tremblay—(23).

In attendance: Messrs. R. P. Landry, Assistant to the President, Canadian Broadcasting Corporation; M. Henderson, Comptroller; J. P. Gilmore, Controller of Operations; Marcel Carter, Controller of Management Planning and Development; Charles Jennings, Controller of Broadcasting; Marcel Ouimet, Deputy Controller of Broadcasting; W. G. Richardson, Director of Engineering; R. C. Fraser, Director of Public Relations; Barry MacDonald, Secretary, Board of Directors; and J. A. Halbert, Assistant Secretary, Board of Directors.

Mr. Richardson was called in connection with Item 2 of Part H of the Agenda relating to the "Extension of Coverage to Unserved Areas". He read a brief statement on the subject, copies of which were distributed to Members, and illustrated on maps those areas receiving full or partial radio and television service.

Messrs. Richardson, Gilmore and Landry were questioned concerning present coverage and proposed areas of extension.

Copies of the following documents were distributed to Members of the Committee and ordered printed as appendices to today's proceedings:

1. C.B.C. Staff by location—March 31, 1959. (*See appendix A*)
2. Properties owned or leased—Selected cities. (*See appendix B*)

The Committee considered Item 1 of Part H of the Agenda—"Extension of hours of telecasting", and Mr. Gilmore was questioned.

On Item 3 of Part H of the Agenda—"Color Television", Messrs. Gilmore and Richardson were questioned.

Messrs. Landry, Carter and Jennings answered questions in connection with the policy of the C.B.C. concerning potential competition.

At 5.15 p.m. the Committee adjourned to meet again at 9.30 a.m., Thursday, July 9, 1959.

J. E. O'Connor,
Clerk of the Committee.

NOTE: Text of the Proceedings recorded in the French language appears immediately following this day's Evidence.

REMARQUE: Le texte des témoignages recueillis en français figure immédiatement à la suite du compte rendu des délibérations de la séance d'aujourd'hui.

EVIDENCE

WEDNESDAY, July 8, 1959.
3 p.m.

The CHAIRMAN: Gentlemen, we have a quorum. Mr. Brassard, you wish to speak to a point of order?

Mr. BRASSARD (*Lapointe*): Mr. Chairman, on a question of privilege; I shall be very brief. I noticed in the press this morning, in at least two newspapers from Montreal, that I had been told—both myself and Mr. Johnson—that if we found that the proceedings of this committee were not too serious for us, that we should resign. That was on account of having presumably joked with Mr. Johnson during the questioning yesterday afternoon. I do not recall having made any jokes during the committee sittings; and when you addressed your remarks right after I spoke yesterday, I thought they were directed to the Honourable member from Roberval. That is all I have to say.

The CHAIRMAN: Thank you very much.

Mr. TREMBLAY (*Interpretation*): Well, Mr. Chairman, if yesterday afternoon I seemed to be amused during the sittings of the committee on broadcasting, it was really at the advice I was receiving in answer to my questions, and it looked to me as if we were returning to the past as far as the answers were concerned. That is what amused me. I do not wish to be too closely connected with what my learned friend from Lapointe has said.

Mr. BRASSARD (*Lapointe*): Neither do I.

The CHAIRMAN: Thank you, very much. I think we have that settled now.

Mr. PRATT: This is equally important or unimportant, but it has to do with a correction. On page 247, line 17, it should read "cost per viewer" not "cost to the viewers"; and on line 32, it should not read "even though"; it should read "even if". Thank you.

The CHAIRMAN: Thank you, Mr. Pratt.

Yesterday we decided or agreed that we should start Part H of the Agenda "new developments". I think in fairness, or in the interests of continuity we would be much smarter to clear item 2, and then go to item 1, that is, extension of coverage to unserved areas, and then follow through with extension of hours of telecasting. Is that agreed?

Agreed.

You have a statement on extension of coverage to unserved areas. That is number 2 of item H.

Colonel R. P. LANDRY (*Assistant to the President of the Canadian Broadcasting Corporation*): Yes, Mr. Chairman. Mr. Richardson will present the statement.

The CHAIRMAN: Mr. Richardson, please.

Mr. W. G. RICHARDSON (*Director of Engineering, Canadian Broadcasting Corporation*): Mr. Chairman—

Mr. FISHER: Are you going to use that board?

Mr. RICHARDSON: Yes, but not for a moment.

This statement was prepared some time ago, actually before this agenda came out. It is entitled Canadian Broadcasting Corporation coverage, but it does not bear the agenda indication of H-2. With your permission I shall now read it.

I have been asked to supplement the statements by our acting president, Mr. Bushnell, on the coverage of C.B.C. radio and television stations. You will recall also Mr. Bushnell's indication, at the session on Tuesday, May 19 I believe, that the corporation is presently engaged in a thorough study of our radio network operations, and I mention this to point out that network distribution through private and C.B.C. stations is under study. Through existing stations our networks reach some 98 per cent of the radio homes and this service is constantly being improved as a result of increased power by affiliated stations.

In speaking of our planning in both radio and television I should make it clear that expenditures are involved which are chargeable to the vote for this fiscal year. Since this vote has not yet come before parliament, I am sure you will realize that I cannot be specific and can talk in general terms only. However, our planning has been estimated and the figures are reflected in current budgets and will be put before the C.B.C. board of directors as concrete plans in the next month.

With this as background, in terms of radio first, may I say that the C.B.C. plans to increase the power of its station CBH at Halifax. This station, a basic station of the Trans-Canada network—has been in operation since 1944 with comparatively low power. In present circumstances it does not serve the urban Halifax area.

In our planning for this year also are a number of additional low power relay transmitters. Mr. Bushnell outlined briefly the development of these LPRT's in his introductory statement. When they were put in first we used a power of 20 watts. Present transmitters utilize 40 watts and will be used to replace the older ones when replacement is needed. In Canada, these transmitters are classed as radio broadcasting stations but they are not recognized as such internationally nor are their frequencies protected either internationally or in Canada. However, they are still most useful to provide broadcasting service in isolated areas. We are submitting a list of LPRT's presently authorized including those under construction showing dates when installation was made.

I think that list has been distributed, Mr. Chairman.

The CHAIRMAN: Thank you.

Mr. RICHARDSON: We hope this year to obtain approval for an additional twenty or so LPRT's and thereby to provide service to a potential of some 14,000 radio homes—all not now receiving Canadian broadcasting coverage.

The CHAIRMAN: Would you please pause for just a minute. I thought the statement had been distributed. But we could get it distributed very quickly. Would you mind?

Mr. RICHARDSON: No, not at all.

While the capital cost of these transmitters is reasonable—\$5,000 for one connected to the network, \$15,000 for one fed by off-air pickup from another station—the annual cost for wireline connection is usually the key factor. In the group for this year, a number will be off-air types. So far, we have

only one of this kind in operation. In recommending the selection of the centres to be served, we analyse known gaps in coverage and representations from many sources seeking improvement. If the network lines are available or can be made available at reasonable costs, or if service can be laid down by rebroadcasting the signal from a neighbouring station, cost data is collected based on the coverage area, the number of potential radio homes,—

The CHAIRMAN: Gentlemen, Mr. Richardson is on the last part of the first paragraph, the sixth line from the bottom. He is going to repeat, "If the network lines are available...". Thank you, Mr. Richardson.

Mr. RICHARDSON:

If the network lines are available or can be made available at reasonable costs, or if service can be laid down by rebroadcasting the signal from a neighbouring station, cost data is collected based on the coverage area, the number of potential radio homes, the amortization of capital and operating costs. As most of these LPRT's are unattended, outside of annual maintenance, most of the operating cost is the cost of network connection.

Mr. Chairman, when I wrote this it appeared that we would not be able to obtain a map large enough to show the coverage across Canada, but since that time, by photostating a smaller map and enlarging it in sections—

The CHAIRMAN: Can we move that up a bit.

Mr. RICHARDSON: Since that time, by photostating a smaller map and enlarging it in sections, we were able to produce this map; but the people who put it together did not provide for the other map. Actually, this top section should be down across here, so we only have one "Hudson" for "Hudson Bay", and this "CYLK" should be down on here: so if you can imagine a drop of that nature, it will help me.

This map is based on the day time protected contours as outlined in the international agreement for the use of the broadcasting channels. In most cases it is the half-millivolt per meter contour; in some cases—for the clear channel stations such as CBK here—it is the one millivolt per meter contour. This is the daytime service, taking all the stations in the area into account, and it gives, in effect, the limits of the coverage; so all the area that is within the black lines and the pink edges is receiving primary daytime service from some radio station in Canada, either C.B.C. or privately owned, either on the network or not on the network.

These small circles—you will notice a bunch of them in the northwestern part of Ontario, and I think there should be one here some place, and a couple in here, and particularly in British Columbia, where we have many pockets in the mountains, are all what we call LPRT's, or low power relay transmitters.

If you look at the first sheet that is attached here, on that document you will find the outline of the LPRT's as they were established by date, starting October 22, 1940 and continuing right through to the present time. There is a total of 67, either in operation, or, as shown in the last of the list, a few that are under construction and will be in operation this fall, at the latest. This gives a picture of what we have to do, to study areas outside these lines and determine where it is economical to put more of these low power relay transmitters. Also, on this map I might point out we have shown the stations in the Northwest Territories.

In our study of these blank spots here we have taken into account television. If you stick strictly to radio, you will find some places that are now receiving television, or will probably receive television in the next one, two or three years; and then you will find other places where it is unlikely that there will be television within the foreseeable future. It is the places that

have not got any service—either television or radio—and are not likely to get television or radio in the foreseeable future that we concentrate on in the first instance. But we do study all areas where we have a sizable population, not of the population centers only but of the surrounding area which could be served by an LPRT, which varies from approximately, maybe 10 to 15 miles during the day time. At night time it may shrink down to four or five miles, depending on the conditions of the particular frequency.

The CHAIRMAN: Are there any questions on low power relay transmitters?

Mr. FISHER: You are not in a position to give us the names of your extensions at this time?

Mr. RICHARDSON: No, sir, because I have just submitted this to the board of directors and they have not yet told me whether I am right or wrong.

The CHAIRMAN: That is on the low power relay transmitters?

Mr. FISHER: Yes. I asked a question last year, to which I got an answer in the house which indicated the cost of such LPRT's ranged from \$800 to \$1,300.

Mr. RICHARDSON: That is for the transmitting equipment only; that is the transmitter, the antenna and the ground system.

Mr. FISHER: In the answer that you gave me there were indications that you had—not a rigid, but some kind of formula.

Mr. RICHARDSON: Yes.

Mr. FISHER: In so far as costs were concerned. I brought up at the time a discrepancy that I found in my own constituency in this particular regard.

Mr. RICHARDSON: That is right.

Mr. FISHER: I realize we can get into a very complicated topic; but I wondered if you expect, when you announce your new locations, whether you will be able to give the indication at that time as to why those particular places were picked, with a listing of the factors—because if you do not, and, for example, if there are not included two places I can think of, it is going to be very embarrassing for the local representative?

Mr. RICHARDSON: It is also very embarrassing for us too, because we quite realize that probably everybody in Canada is entitled to some broadcasting service. But the matter of economics comes into the thing and that is the part that I am personally concerned with—the number of potential radio homes that we could cover with one of these establishments, the amortization on the capital cost, the annual operating cost and the network charges to get the service into it.

Mr. FISHER: In the establishment of these LPRT's in the past, did the corporation always stick to the formula?

Mr. RICHARDSON: No; there are some other considerations, such as language distribution and geographical distribution. It might be that if you were considering a small number of LPRT's—say, four or five—they might all appear in one area, if you stuck strictly to the formula.

Mr. FISHER: How long have you been at this particular chore, Mr. Richardson?

Mr. RICHARDSON: Since about 1939.

Mr. FISHER: I want to ask you a straight-forward question, and I hope the rest of the members will not think I am fishing. Have any of these stations ever been established as a result of influence directed by any cabinet ministers?

Mr. RICHARDSON: Not to my knowledge.

Mr. LAMBERT: Mr. Chairman, this is a question which I was asked to put to the witness by the member for Jasper-Edson, who had been a member

of this committee. I notice that in the list of the relay stations you have one at Jasper, Alberta and one at Edson, Alberta, and the particular problem is that in between these two points is the town of Hinton. Hinton is a new papermill town, and the complaint is that due to the typical topographical contour Hinton is in the blackout area.

Mr. RICHARDSON: This points up a problem similar to that which Mr. Fisher has touched on. We have quite some difficulty in keeping track of the growth of some of these smaller areas. Mr. Fisher brought to our attention one in northwestern Ontario which, according to the 1956 census, contained four or five hundred people, whereas actually it was four, five or six times that number.

Mr. LAMBERT: Hinton is a rather rapidly growing area and possibly the most populous one in the riding. If you could have a look at it, it would be appreciated.

Mr. RICHARDSON: I appreciate the problem and we have had a look at it.

Mr. SIMPSON: In this connection, are you speaking specifically of radio?

Mr. RICHARDSON: Yes.

Mr. SIMPSON: There is a point in northern Manitoba, at Lynn Lake, which requires some consideration.

Mr. RICHARDSON: Yes; as I understand it, it is a comparatively new community.

Mr. SIMPSON: Well, during the last six or seven years there has been very poor radio reception of any kind whatsoever. Have any representations been made?

Mr. RICHARDSON: I do not recall any representations. This brings up another point. We hear about these places in a great many different ways; some are obtained from looking over the lists of communities that are published by the bureau of statistics; and then there are places we hear about from mining companies, chambers of commerce and boards of trade which are established in some of these newer communities, or from the community itself, which has grown to the extent that it feels it requires some of these facilities. Some of you gentlemen have brought communities to my attention which, apparently, have been left out. Hinton is one, and Mr. Fisher brought one or two to our attention. These come to our offices and we immediately study them.

Now, Mr. Simpson, the difficulty in connection with Lynn Lake is how to get the programs up there. It is up in this area somewhere that the northern network runs across. There would have to be a land line.

Mr. SIMPSON: There is a land line.

Mr. RICHARDSON: It is more than 100 miles from the land line.

Mr. SIMPSON: There are no land lines north of Brandon and these people would only be able to pick up Watrous, I suppose?

Mr. RICHARDSON: Yes, on occasion.

Mr. SIMPSON: And the local station at Flin Flon. But we are having a great deal of difficulty in getting good reception in radio. I would just like to bring these matters to your attention.

Mr. FISHER: We have four of these stations within a line of 50 miles. I am thinking of Nakina, Long Lac, Geraldton and Beardmore. In economic terms, I am wondering whether any consideration has been given to try and serve them with one station, or would it raise your power requirement beyond what is allowed?

Mr. RICHARDSON: That is right. The coverage of any of these stations which you see here is based on what we call ground wave. It is the wave

that goes out from the station and is pretty well parallel to the surface of the earth. It is influenced by the conductivity of the soil and, unfortunately, the conductivity of the soil in this Laurentian shield is very poor. The conductivity in this area is about the same as sea water. That soil is the best you can get. This is a shade below sea water. This is several times poorer and, consequently, in order to get a signal above this area you would have to use the most efficient antennae you could build. Your operating costs would go sky high and you would not be able to serve the people as effectively. It is cheaper this other way.

Mr. FISHER: I have one other question and this is in connection with another spot on the agenda, but it also involves a technical question. It concerns a request that has come forward from at least three of these communities with LPRT's, that they be allowed to exert some choice in switching from one network to another, that is within the local telegraph office, and the answer I received, when I brought this up, was that this was impossible, largely because of advertising commitments.

Mr. RICHARDSON: I am unable to answer that part of it, but I can give you the technical reasons.

Mr. FISHER: What are the technical problems?

Mr. RICHARDSON: The technical reason is that the Trans-Canada network feeds all of these LPRT's—and this is the basic part of the network—so the network is always fed to these points. Even during an interruption the service is restored by other facilities, either by the railway or a third party, in order to get the service back in. The Dominion network, which is the only other English network going through there, does not always go through these places. It might be that if you went into a railway repeater point you might hear both networks, because the policy is to keep all networks alive with program material at all times—and I could give you some amusing incidents in connection with that. Therefore, if you went into the railway repeater at Geraldton you might be able to hear it on the station monitor, but if we switched it over to the network we probably would get additional charges for bringing the network from some other point up to that station.

Mr. FISHER: I have an example in connection with one community. One certain night C.B.C. Trans-Canada tends to be devoted to intellectual and heavier programs, which have not as wide a listening audience, or the community does not appreciate it; so the operator, on his own, was making this particular switch. There happened to be one maverick in the community who complained, and he was in trouble with the authorities in the railway over this. Do you think there would be some way in working out a compromise for something such as this? I know it is a large province.

Mr. RICHARDSON: I do not know. No matter what we do, so far at networks are concerned, it costs us more money. We can look at the problem. The Dominion network always has operated much fewer hours per day than the Trans-Canada network and, in order to give a full day's service, we hook these up to the Trans-Canada.

Mr. McGRATH: What is your coverage on the Labrador coast and the south coast of Newfoundland?

Mr. RICHARDSON: Well, actually in here we do have a short-wave station, which we inherited.

Mr. McGRATH: At St. John's?

Mr. RICHARDSON: Yes, and it provides some coverage along there. Also, this station does provide a secondary day time service over here by means of sky wave. You must keep in mind that the noise level in these smaller communities is very, very low compared to what you would find in a city such as

Montreal, Ottawa or Toronto: therefore, they can listen to extremely weak signals.

Mr. McGRATH: What is your power output on your short-wave transmitter?

Mr. RICHARDSON: 200 watts.

Mr. McGRATH: Have you any plans to increase that?

Mr. RICHARDSON: Yes, we have had plans at the international conferences since 1947.

Mr. McGRATH: Do you have plans in the immediate future to increase your power? I ask this question because the radio coverage is poor.

Mr. RICHARDSON: Yes.

Mr. McGRATH: In regard to a study you made with respect to one of the factors pertaining to the setting up of one of these LPRT's, you mentioned the economic factor. Could you explain that? Were you speaking in terms of the number of sets or in terms of revenue to amortize your capital expenditure?

Mr. RICHARDSON: No, there is a dollar limit some place, beyond which it becomes uneconomical to put these things in. If it is going to cost \$100 per potential radio home in one place and \$5 per potential radio home in another place, this is where we cut costs. It is all a drain on the public purse.

The CHAIRMAN: Are there any further questions?

Mr. PICKERSGILL: Is there any part of the island of Newfoundland where the ordinary radio coverage is not reasonably adequate?

Mr. RICHARDSON: Oh, yes; there is much on the island of Newfoundland.

Mr. PICKERSGILL: I mean in the inhabited parts of the island.

Mr. RICHARDSON: I think the inhabitants are mostly around the coast. So if you follow the coastal area here you will find quite a few names of places. I have not been there and I do not know how large they are. However, there are many places there getting little or no radio service.

Mr. PICKERSGILL: Has there ever been any thought of putting one of these in St. Anthony?

Mr. RICHARDSON: Where is that?

Mr. PICKERSGILL: Almost at the tip of the northern peninsula.

Mr. RICHARDSON: Frankly, I could not say, sir.

Mr. McGRATH: I have a supplementary question. If you increased your short wave transmitter would that solve it?

Mr. RICHARDSON: It only partly solves it. The short wave transmission and reception leaves much to be desired if you start comparing it with what you were getting in many of the major centres. It is subject to interference from stations all over the world. It is very much affected by the atmospheres; I mean the effects of the northern magnetic pole, sun spots and that type of thing.

Mr. McGRATH: And also subject to the economic factors which you outlined.

Mr. RICHARDSON: Yes; but I think the other factors would play a larger part in respect of a short wave station there than in some other areas.

Mr. FISHER: How do you get the transmission to CFAR in Flin Flon?

Mr. RICHARDSON: We do not. They have permission to pick up and re-broadcast from Watrous.

Mr. FISHER: In respect of places like Winish and Lynn Lake, what is the feeling about bringing a service into a community like that?

Mr. RICHARDSON: We have had no—I suppose we have had no—hard and fast rules. For instance in 1940 when we still had the \$2.50 radio licence receiving fee, we figured the number of homes in the area and multiplied by \$2.50. If we could do the job for less than that we figured it was economical. Because of economic changes, and so on, this rose and we set a limit of \$6. The last one I think went in at \$9. This is a fluid thing. Where the shut-off is at the moment is pretty hard to say. It is a changing condition.

Mr. McGRATH: Is the coloured area along the Pacific coast the area you intend to cover by C.B.C. radio?

Mr. RICHARDSON: It is a combination of C.B.C. and private stations. This part of the contour up here is CJOR Vancouver. This part is CBU. This is still CBU but is almost equalled by one of the stations in Victoria. This is a combination thing giving the outline coverage of all stations.

Mr. McGRATH: Do you have a station at Prince Rupert?

Mr. RICHARDSON: Yes.

Mr. McGRATH: What area does it cover?

Mr. RICHARDSON: It is only a 250 watt station. It is not very big. This is a very mountainous area and the conductivity is very poor.

Mr. McGRATH: Is there a gap there in the Queen Charlotte islands and the mainland coast which is subjected to Japanese and American reception?

Mr. RICHARDSON: Yes. I might say that here, and probably down in here somewhere, they probably receive better reception from Russia.

Mr. McCLEAVE: Would the witness expand on his statement in the third paragraph where it says in respect of station CBH at Halifax:

In present circumstances it does not serve the urban Halifax area.

Mr. RICHARDSON: Yes, sir. CBH was a station which was set up during the war to give some additional coverage in Halifax. I think there was only one station there at the time. It was 100 watts. This was under war-time conditions and we were lucky to find a 100 watt station. This happened to be an old one we fixed and made operative. It was situated in a building on Sackville street with a short antenna and has been there since.

In the meantime, Halifax has grown. The metropolitan area is larger and this station does not serve all that area. Also there is interference in part of the metropolitan area of Halifax.

Mr. McCLEAVE: Is it in any particular part of that area?

Mr. RICHARDSON: I have heard the interference is quite bad in Dartmouth and also on the point, here.

Mr. McGRATH: Do your plans call for the construction of a transmitter somewhere in British Columbia to offset radio Moscow in the north?

Mr. RICHARDSON: In the northern services plan which was approved a year ago or more by the government, we had planned on setting up a short wave station here to serve an area about like this. Since that time—

Mr. BELL (*Carleton*): For the purpose of the record, I think Mr. Richardson will have to say what he means by "here".

Mr. RICHARDSON: I think an arc with the limits here and here; a line between Vancouver and about the mid-point of the Alaska-Yukon border. The other side of the arc would go somewhere between Fort Smith and Yellowknife. These are limits which are determined probably empirically for engineering purposes. This was our original plan; but there are now some indications there may be quite some activity in getting other communication circuits into the north. If so, it would probably be more economical for us to take the network up to many of these places rather than rely on short wave.

Mr. BELL (*Carleton*): What do you mean by "these places"?

Mr. RICHARDSON: Places like Whitehorse, Dawson, Yellowknife and Fort Smith. Fort Nelson has it now. It would not necessarily include Churchill. This is under study. If this is true, then this area probably would be pretty good service in the populated centres but not in the outlying places. Then we might change the location of the short wave station to some other point where it would be more effective.

The CHAIRMAN: What would be the cost of a short wave station as you first mentioned in that arc.

Mr. RICHARDSON: This would cost, with land, buildings and everything, in the neighbourhood of \$1,200,000 or \$1,500,000.

Mr. McGRATH: Do you have any plans, or has any attempt been made to jam radio Moscow?

Mr. RICHARDSON: No, sir. That would not be within the purview of the C.B.C.

Mr. McGRATH: Is there any attempt in the north, or has the Canadian government any facility there, to jam it?

Mr. RICHARDSON: Not that I know of.

Mr. LAMBERT: In respect of station CBX in Alberta, is the use of that transmitter at Lacombe efficient, or why has it been found necessary to use a supplementary transmitter and, I suppose, almost a second station, CBXA?

Mr. RICHARDSON: In Edmonton?

Mr. LAMBERT: Yes?

Mr. RICHARDSON: Edmonton has grown to such a size we did not have sufficient signal intensity into Edmonton from Lacombe to override the listening noise. So, in order to have 100 per cent service in Edmonton, we have to establish this supplementary station. When CBX was established, this was a different set of conditions.

Mr. LAMBERT: What about the southern area of the province?

Mr. RICHARDSON: That is exactly the same, but I have not received any authorization to put a similar station in Calgary.

Mr. SIMPSON: Mr. Richardson, you were mentioning these different points, and you said, "not necessarily Churchill". What was your reasoning behind that? What are your findings?

Mr. RICHARDSON: As far as I know, at the moment there are no plans to extend suitable facilities into Churchill that could be used for the network. It would be a special job. This does not rule it out for the future. I am talking about, as of last week, when I had conversations with the railway companies.

Mr. SIMPSON: They do have an armed services radio station there? You have it marked on the map there?

Mr. RICHARDSON: That is right.

Mr. SIMPSON: Is that mark at Churchill indicating a radio station there?

Mr. RICHARDSON: Yes, this is the radio station here, which I believe we are taking over, as we have taken over all the rest of the stations in the north. We have not taken it over yet, but I think it is scheduled soon.

Mr. SIMPSON: You have plans for that?

Mr. RICHARDSON: Yes.

Mr. SIMPSON: That is very good, because I understand most of their news and other broadcasts come from the United States. They hear practically all United States news up there, and not Canadian, because it is operated by the armed services.

Mr. RICHARDSON: Yes.

The CHAIRMAN: We are glad that you are happy about that, Mr. Simpson.

Mr. FISHER: There is a Conservative who recognizes the purposes of this corporation.

Mr. MCQUILLAN: Mr. Richardson, you spoke a moment ago about a proposed short-wave station there. As I gathered, it was going to strike the easterly side of the coast range. Why could that not have been designed so it would have served the northern section of the coast; or have you any other plans to serve that section of the coast?

Mr. RICHARDSON: We have a peanut short-wave in Vancouver, around 100 to 150 watts, which is not very good. We would, some day, like to improve that.

But one of the difficulties with short-wave is, if you are 3,000 miles away from the target you can do a better job than if you are 300 miles away. That is because you have to shoot your signal up like that, and let it bounce down. If the distance from the transmitter to the target is short you have to shoot at a short angle; most of your signal goes into the ionosphere and does not get reflected back at all. That is one of the problems we have.

Mr. MCQUILLAN: You have a situation out there now where quite an extensive fishermen's broadcast is put on every morning, and most of the fishing population cannot hear it. That is because most of the fishing population, or a great part of it, is from the area shown coloured there, north to Prince Rupert.

Mr. RICHARDSON: Or in there.

Mr. MUIR (*Lisgar*): I was going to ask if an alternative to Vancouver for your high power short-wave would be Churchill?

Mr. RICHARDSON: No, sir. I think we have to keep far away from our target areas, as I said before.

The CHAIRMAN: Any further questions on LPRT's?

Mr. FISHER: Just one.

The CHAIRMAN: Yes, Mr. Fisher?

Mr. FISHER: A general question. The intent, I gathered from last year's legislation was to have a five-year program in forecasts? You have expressed your intention—

The CHAIRMAN: Quiet. Give Mr. Fisher a chance, please.

Mr. FISHER: In your intention on these extensions, does this envisage a five-year period?

Mr. RICHARDSON: What I have said today is the first part of the five-year forecast, but we will carry this forward on a rolling basis, year after year, as we have done for the past 15 years.

Mr. FISHER: The reason why you cannot go further is, perhaps, because of population growth?

Mr. RICHARDSON: Yes.

Mr. FISHER: That sort of factors?

Mr. RICHARDSON: Yes, that is right.

The CHAIRMAN: Any further questions?

Mr. TREMBLAY: Mr. Chairman—

The CHAIRMAN: On LPRT's?

Mr. TREMBLAY: Yes.

Mr. TREMBLAY (*Interpretation*): Could you tell me if the towns of Chapais and Chibougamau, in the province of Quebec, are on CBJ?

Mr. RICHARDSON: On what?

Mr. TREMBLAY (*Interpretation*): If they are covered—

Mr. TREMBLAY: If they are covered by the station CBJ in Chibougamau.

Mr. RICHARDSON: Chibougamau is not, because it is over here. What is the other place?

Mr. TREMBLAY: Chapais.

Mr. RICHARDSON: Is that the same place?

Mr. TREMBLAY: It is 20 miles from Chibougamau.

Mr. RICHARDSON: No, they would not receive primary service from CBJ. That is the limit of CBJ.

Mr. TREMBLAY: There is no private station there?

Mr. RICHARDSON: No, they might get some sky wave at night, but it is not what we call primary service.

Mr. TREMBLAY: Do you intend to have a C.B.C. station there?

Mr. RICHARDSON: I could not say, because Chibougamau is a remote place, and we are studying and have studied those places, and it is one of those places that is growing—ten years ago I think it was pretty small.

The CHAIRMAN: Would you like to continue with your statement, Mr. Richardson?

Mr. RICHARDSON: Thank you. At the top of page 2:
Television

Mr. Bushnell thought it would be helpful to the committee if a map were prepared showing the development of the Canadian television system. If it is your pleasure at this time, Mr. Chairman, I would like to bring this map in and explain to members the information which it provides with respect to television coverage. To start, I feel I should say that the station coverages depicted are the 'B' contours as worked out by the engineering consultant and submitted as part of the technical brief at the time the application is filed. These 'B' contours provide a useful representation of the 'good' service areas of the stations. With an outside antenna, usable television service is provided over a considerably wider area.

But I might say that the limits here are those which are recognized in the bilateral agreement between Canada and the United States for the use of those channels within 250 miles of the border.

Beyond 250 miles you do not have an agreement about interfering with the neighbouring parts south of the border, or interference from them to us.

The details of the extension of coverage are shown through the use of different colours. These colours identify those stations established in each year. The coloured lines identify the years when network connection was supplied to each station. I have also had this information compiled in tabular form, which is submitted with this document.

In television also the C.B.C. has planned for extension of coverage through C.B.C. installations. As I said these are plans and are subject to study by the C.B.C. board of directors and I can only report in general terms. Plans for this year involve proposed stations at some nine or so locations to serve approximately 70,000 new TV homes.

When the corporation takes its decisions in the light of the financial provisions for extension of service and after reviewing these plans, as is the case for all new stations or increases in power, application is made to the Department of Transport, who makes reference to the board of broadcast governors for a recommendation. Speaking of the BBG reminds me that C.B.C. planning must be kept flexible. I keep in touch with the recommendations of the BBG and the licencing of new television stations for planning purposes.

Sometimes an area which seems to be a gap in the service for which the C.B.C. might plan is covered as a result of an application recommended by the BBG. In such a case, instead of planning an installation the C.B.C. is faced with providing network service to the new station.

The provision of network service either to private stations or C.B.C. installations involves the Corporation in network extensions. To date we have used (a) direct connection—physical connection of the station to the network based on contracts, signed after tenders have been analysed and costs compared with other means of connection; (b) television recordings—this is adopted usually when the station is isolated from the existing network and where the cost of providing a physical connection is more expensive than television recordings; (c) then, of course, there is the pickup and rebroadcasting from a mother station. This is called—satellite operation—and is accomplished without direct network extension or recording costs.

The annual report sets out the costs of network connections in total for both radio and television. In radio the rates are established through a long-term contract jointly with the railway companies. In television, supplying companies are the railways jointly and The Bell Telephone on behalf of the Trans-Canada Telephone system. Microwave rates vary depending on topographical conditions and the use which the supplying companies can make of the facilities in their normal traffic. In general terms these rates vary from \$20.00 to \$70.00 a mile per month. Extensions to the television network tend toward the higher rate because the centers are smaller and there is less chance of using the facilities for other traffic.

I feel it might be helpful also to report that the recommendations for low power transmitters this year will be co-ordinated as to television or radio. As a result these recommendations will cover either television or radio service and mean that some 30 communities will receive either service for the first time if all the necessary authorizations and approvals are given.

Further planning will be reflected in the five-year capital program to which you have already had many references.

Mr. McCLEAVE: I wonder if the witness could tell us whether there are further plans for the establishment of stations in Nova Scotia? I am thinking of the area between Halifax and Sydney, either on the Cape Breton side or on the Sheet Harbour side.

Mr. RICHARDSON: This brings up a problem. We have considered this area in here; this is the limit of the Charlottetown coverage.

Mr. McCLEAVE: That is the eastern shore of Nova Scotia.

Mr. RICHARDSON: Yes; that is the limit of CBHT, Halifax, and this is Sydney; and it leaves this area here from Antigonish to Mulgrave, Canso, Guysboro, and the Sheet Harbour area at the moment without B service. We have considered this area, and at the last meeting of the Board of Broadcast Governors there was an application by Antigonish to establish a station.

If that application had been approved, it would have filled in, maybe not all but certainly a good deal of, the unserved area in this vicinity. I think that application was recommended for denial. But I understand there is an application already in or coming in for Charlottetown to establish a satellite in the vicinity of New Glasgow. So until we have the details of that, we do not know how much of this particular area will be left unserved.

Mr. McCLEAVE: You would leave it up to the private station to establish a satellite, rather than to the C.B.C.?

Mr. RICHARDSON: That is right. But we would have a look at the area after to see what is unserved and to determine whether or not it is worthwhile for us to consider it again.

Mr. McGRATH: How many satellites does the corporation operate on the television network?

Mr. RICHARDSON: We have three satellites: they are at Liverpool, Shelburne, and Yarmouth.

Mr. PICKERSGILL: And what about Stephenville?

Mr. RICHARDSON: Stephenville is a station where we supply the program material, but it is owned and operated by the United States forces at Harmon Field.

Mr. McGRATH: Do you plan to establish a satellite station at Grand Falls, Newfoundland?

Mr. RICHARDSON: It is in our planning. It will be a network station. The television network comes through here and crosses in here and goes up to Corner Brook, and it follows around here. This is not the actual physical routing. The network actually goes around here through Grand Falls, Gander, and into St. John's. We deliberately asked for it to be done that way because it was cheaper for the railways to follow along their right of way, and it took in the larger populated areas.

Mr. McGRATH: Would it not be more economical to establish a satellite transmitter at Grand Falls?

Mr. RICHARDSON: The satellite station picks up another station and re-broadcasts it. Grand Falls cannot pick it up because it is too far away.

Mr. McGRATH: Could it not pick up a private station?

Mr. RICHARDSON: No.

Mr. PICKERSGILL: I am interested in the Grand Falls situation, and there is one point: is the station contemplated for Grand Falls to be the same kind of station as now exists at Corner Brook?

Mr. RICHARDSON: It will be fed from the network; but as far as power is concerned, it may be different, because there are different conditions there.

Mr. PICKERSGILL: There is some difficulty in Corner Brook in getting reception, even in parts of Corner Brook. Is there any thought as far as Stephenville is concerned as to putting it on the network?

Mr. RICHARDSON: It is already on the network, as of the 15th or 16th of June.

Mr. PICKERSGILL: What about a station at Goose Bay?

Mr. RICHARDSON: I am afraid that Goose Bay is so isolated that we will have to continue with kinescope recordings there.

Mr. SIMPSON: These three satellite stations you mentioned in the Maritimes that the C.B.C. constructed or are operating: do they pick up from another C.B.C. station?

Mr. RICHARDSON: That station at Liverpool picks up and rebroadcasts our Halifax station; Shelburne picks up and rebroadcasts the Liverpool station; and Yarmouth picks up Shelburne and rebroadcasts it. So it goes through the mill four times.

Mr. SIMPSON: It is not the policy of the C.B.C. to set up a satellite and to rebroadcast the programs of a private station?

Mr. RICHARDSON: That would cause some pretty serious managerial problems in respect to who controls whom, and so on.

Mr. McQUILLAN: How far from the mother station can these satellite stations be used satisfactorily?

Mr. RICHARDSON: It depends entirely on the topographical conditions, the power of the mother station, and the height of the antenna, because as you go up in height with your antenna, your horizon gets farther and farther

away. But the antenna would have to stay somewhere close to that B contour, because if you get too far away from your original pick-up, you are troubled with fading and noise.

Mr. MCQUILLAN: Would you please indicate the northerly boundaries of that area on the British Columbia coast?

Mr. RICHARDSON: We do not get to Powell River or Courtenay. That is Courtenay, here.

Mr. MCQUILLAN: Did you say that Port Alberni is being covered?

Mr. RICHARDSON: Port Alberni is just inside only; but it is down in a hollow and is probably getting poor service.

Mr. MCQUILLAN: And what about the lower west coast and Vancouver?

Mr. RICHARDSON: In mountainous country you must take into consideration whether you are in a valley or sitting on top of a hill. These are just general contours which are based on the international rules and regulations. It does not mean that in every spot you have coverage; but the rule is that when you get out to this vicinity here, 50 per cent of the receivers will get service at least 50 per cent of time, and you are meeting all the requirements of the international agreement.

Mr. MCQUILLAN: Have you given any consideration to the establishment of a satellite station there, or can you cover more of that area?

Mr. RICHARDSON: Yes sir, we have.

Mr. MCQUILLAN: You have given it serious consideration?

Mr. RICHARDSON: Yes sir, serious consideration.

Mr. FORTIN (*Interpretation*): Well Mr. Chairman, I have two questions to put: the first is as follows: does the C.B.C. propose to set up a French television station at St. Boniface? And my second question is this: is it true that in Winnipeg there are two channels available for television, one of them being important and the other of secondary importance, and that the request was made by the French speaking population of Manitoba to obtain the most important; and after they had originally received unofficial permission, this was then changed and they were to get the least important facility.

Mr. RICHARDSON: Answering question No. 1: we certainly have planned on establishing a French language station to serve St. Boniface. Actually the station will be located in the same building and the radiating element on the same tower as our present station in Winnipeg, but designed to serve the French population of St. Boniface.

Mr. FORTIN: May I put a supplementary question, Mr. Chairman? Would you have any idea as to the date on which this station could perhaps come into operation?

Mr. RICHARDSON: No, I could not give you a date. We went through the necessary application to Department of Transport. In March the Board of Broadcast Governors approved our recommendation, but we have not yet received order in council authority to establish a station. Until we receive that we can put no dates on completion.

The CHAIRMAN: Would you repeat the second question, Mr. Translator?

Mr. FORTIN (*Interpretation*): The second question was as follows: Is it true that in Winnipeg there are two channels available for television, one of them important—

Mr. RICHARDSON: May I answer that? Yes, there are two.

Mr. FORTIN (*Interpretation*): One of them important, and the other of secondary importance?

Mr. FORTIN: Would you answer this part too?

Mr. RICHARDSON: I will, in a second. Shall I answer it now?

Mr. FORTIN: Is it right that there is one important channel and one of secondary importance?

Mr. RICHARDSON: Let me put it this way. There are 12 channels, running from 2 to 13, and I think they are all of equal importance. But it is a little more difficult to render the same service on one of the top channels than it is on one of the lower channels, because it takes a little more power to reach the same coverage area. You have additional design problems with your antenna and that sort of thing.

I do not know what you mean by saying one is more important than the other; they are both equally important, as far as service is concerned. But one might cost you a little more to operate than the other.

Mr. FORTIN: Do you think you will spend the necessary money to have those two stations at the same level as far as power is concerned.

Mr. RICHARDSON: No, not as far as power is concerned. But this—

Mr. PRATT: Mr. Chairman, I have a supplementary question. What are these two particular channels being discussed?

Mr. RICHARDSON: I think they are 7 and 13.

Mr. PRATT: They are both fairly high, then, respectively?

Mr. RICHARDSON: Yes.

Mr. PRATT: One is half-way up.

The CHAIRMAN: Mr. Bell, Saint John-Albert.

Mr. FORTIN: He has not finished answering my question yet. (*Interpretation*): The continuation of the question was as follows:—one of them being important and the other of secondary importance; and is it true that a request was made by the French-speaking population of Manitoba to obtain the most important of these stations, and that after they had originally been given unofficial permission, this was then changed and they were to obtain the least important facility?

Mr. RICHARDSON: I have seen no request from the French-speaking population of Manitoba for either channel. As far as I am concerned, we worked on the design of this station using the lower channel, and that was what our application was based on.

Mr. FORTIN: I understand you are not aware of this request, but the request might have been made just the same?

Mr. RICHARDSON: It could have been; I have no knowledge of it.

Mr. FLYNN: Will this station be connected with the French network?

Mr. RICHARDSON: It will be programmed using film recordings, because the closest French network is here, and to extend the French network—

Mr. FLYNN: Where is it?

Mr. RICHARDSON: In the vicinity of Kirkland Lake.

Mr. BELL (*Saint John-Albert*): Mr. Richardson, regarding the blank spot in New Brunswick, about which I understand there is some controversy, I wonder if you would care to say the factors that might determine a decision as to whether there be a satellite or a new private station in that area?

Mr. RICHARDSON: The dotted line around New Carlisle here shows the area that will be served when the New Carlisle station is established, which I hope will be in about mid August this year.

Mr. BELL (*Saint John-Albert*): Is there any undesirability regarding the interprovincial nature of such an operation; that is, crossing provincial boundaries?

Mr. RICHARDSON: Not from my standpoint.

Mr. BELL (*Saint John-Albert*): I agree with that; but I just wanted to hear you say it.

Mr. FISHER: Have you made a survey in that very large area that has no colour?

Mr. RICHARDSON: Across here?

Mr. FISHER: Yes.

Mr. RICHARDSON: Yes, it has all been considered.

The CHAIRMAN: That large area you are talking about is northern Ontario and northern Manitoba?

Mr. RICHARDSON: Yes, northwestern Ontario.

Mr. FISHER: That dot at Kenora; does that represent your range?

Mr. RICHARDSON: That represents the coverage of the low power station at Kenora.

Mr. FISHER: Have there been any technical changes in development in the last year or two that would enable you, with relatively little expense, to expand that?

Mr. RICHARDSON: No; if you increase the coverage by increasing the power of the transmitter and the height of the antenna it will cost more money, no matter how you do it.

Mr. FISHER: Could you just repeat the cost of the Kenora operation?

Mr. RICHARDSON: The Kenora operation is around \$175,000, is it? I am not sure; I would have to look it up.

Mr. FISHER: What is the approximate figure you have per household in television, in contrast to radio?

Mr. RICHARDSON: This varies, in our present studies. By the way, I think I just rounded the figure off to a dollar; but I think it ranges all the way from 93 cents up to \$220 per television home—of the places that we have studied.

Mr. FISHER: The problem in northwestern Ontario is so often one where communities are being badgered and hectorred by private organizations, not to put in a station but to put in some kind of reception device. I know of two of them that are delaying at the present time because they do not know whether it is worth while going ahead, because of developments in so far as the C.B.C. is concerned and in so far as the private station in Port Arthur is concerned.

When you make your announcement, or when your announcement is made of your plans for these nine stations, can you give any projection beyond that for the five-year period, so that these communities can make up their mind one way or the other whether it is worth while getting involved in this?

Mr. RICHARDSON: I think that we could, after our five-year plan is firmed up—which may be within the next two or three months.

Mr. FISHER: There is no possibility of any announcement in the house in the minister's estimates on this particular matter?

Mr. RICHARDSON: I would not know about that.

Mr. FISHER: So far the board of directors has given no indication?

Mr. RICHARDSON: No.

Mr. FISHER: They have not looked this over and approved?

Mr. RICHARDSON: No, not yet.

Mr. FISHER: I have one more question, and this is a hypothetical one. If the Port Arthur station is allowed its increase in power and its new antenna location, it is going to change that colour pattern?

Mr. RICHARDSON: That is right.

Mr. FISHER: And extend it out more? Is there any question of sort of a licence, or the privilege that a station gets, coming in conflict with potential C.B.C. service: I mean, in so far as those proprietors have proprietary rights in any way to their coverage?

Mr. RICHARDSON: I do not think so.

The CHAIRMAN: That would be up to the Board of Broadcast Governors, would it not?

Mr. RICHARDSON: That would be up to the Board of Broadcast Governors. I think you are talking about a vested right in the area, or something. I would doubt it very much, but that is only my opinion.

Mr. FISHER: Has the possible extension of the Port Arthur station been taken into consideration in any plans which you have made?

Mr. RICHARDSON: If the application is approved, we would immediately change, in effect, the colour on this map and see whether it affects any of the plant that we have. Just the same as I pointed out here in the Antigonish-Guysborough county problem that we would take that into account. If the private station can serve the area, that is fine with us.

Mr. FISHER: What is the minimum cost of a transmitter working off the micro-wave?

Mr. RICHARDSON: I would say the minimum cost would probably be in the order of \$120,000. You might get lower than that if you got a smaller transmitter and a shorter antenna, and all that sort of thing; but to render a reasonable service over a small area would be about \$120,000.

Mr. FISHER: Does most of the cost go into providing the change from the micro-wave to your transmitter?

Mr. RICHARDSON: No, that is the annual operating cost of the network facilities which, you see, are owned by other people. We just lease a service. We pay for that on an annual basis.

Mr. FISHER: Why is it that with so many of these satellites operations the costs seem to be so much below \$100,000?

Mr. RICHARDSON: In your satellite operation you are picking up and re-broadcasting a mother station, operating away from the network which you have at another point.

Mr. FISHER: That is my point. The high cost factor is working from the—

Mr. RICHARDSON: Partly. It is not because of the network; it is because of the equipment that we need in order to feed it into the machine.

Mr. FISHER: Is there a private firm supplying that kind of equipment, or is it done on order?

Mr. RICHARDSON: All that we have done so far has been done on order. Now, whether they are going to make this as a stock item, I do not know, but I expect they will if there is a great demand. There are other satellites operating besides ours. There is Kapuskasing, Red Lake, and perhaps at Inverness, Penticton and Vernon.

Mr. FISHER: The Fowler commission had a recommendation in so far as television coverage is concerned. It was to the effect that wherever you had

a population of 5,000 to 8,000 people that should be taken under serious consideration by the corporation. Are you paying any particular attention to that point?

Mr. RICHARDSON: Yes, we have based it generally on a 5,000 figure within the service area, not necessarily within the community.

Mr. FISHER: I have one supplementary question. What is the area—I mean where do you determine the point where your 5,000 people fit?

Mr. RICHARDSON: This is not a cut and dried thing. You say: there is a likely looking spot. You look at it, and find there are two or three towns out around there at varying distances. You say: you put up a 500-foot antenna and put a kilowatt in it—all right, the contour will go there. You say to yourself: perhaps it is not enough; maybe if I extended it five miles it would be better. Then you amortize all these things, divide it by the population, and whichever one comes out to be the most reasonable is the one you recommend.

Mr. FISHER: Is one of the factors in connection with the small range of the Kenora station the fact that you have not a high enough location?

Mr. RICHARDSON: That is part of it, and we have not enough power to go further, and a high enough antenna and enough money to do it. We did the best we could with the finances at our disposal.

Mr. SIMPSON: I was going to ask you to give the general rundown of the areas in Canada which are not serviced by television; however, the map which you have produced gives us clear evidence that there are a lot of areas not being serviced. I would like to ask this question: has the C.B.C. any priority plans regarding any of these areas, which they consider should be serviced as quickly as possible?

Mr. RICHARDSON: I think I could best answer that by pointing out that on the first rundown of these things, after a few cut and tries, we decide that in a certain area it would appear to be economical to put up a station of a certain size. We estimate the potential population and the television demands to be served and we try to estimate the cost of network connection. We know the cost of supplying them by kine recordings; and taking all this into account we estimate the amount of dollars per television home and, from our standpoint, it would look reasonable to get the cheapest one first.

Mr. SIMPSON: I suppose one of the prime factors would be the population in the area?

Mr. RICHARDSON: Yes, the larger the population the cheaper it becomes.

Mr. SIMPSON: Could you tell me, Mr. Richardson, what areas you may be considering at the present time which are now serviced by a micro-wave system; that is, the telephone micro-wave system, which could be utilized. Would that not have a large bearing on the areas?

Mr. RICHARDSON: It has a considerable bearing on the costs. We are considering all areas, even those up here, but as you are closer to the network along here, the cheaper your network service becomes because you pay so much a mile plus station connection charges, which are fixed.

Mr. SIMPSON: That is understandable; but in some of these areas, where the population factor may be fairly equal, if you find an area which already has a micro-wave system, which could have the television equipment installed on it, as against another area where towers would have to be built up, would that not be a factor and have a bearing on it?

Mr. RICHARDSON: I think the first one would probably come out to be the cheaper.

Mr. SIMPSON: One other question: who specifically in the C.B.C. makes the decisions in regard to extensions from time to time as they come up?

Mr. RICHARDSON: The board of directors.

Mr. SIMPSON: The entire board of directors?

Mr. RICHARDSON: Yes.

Mr. BELL (*Saint John-Albert*): Does the Department of Transport investigate the technical aspect of all this type of activity?

Mr. RICHARDSON: If we apply for a station anywhere we must make that application to the Department of Transport. We must supply a complete technical brief showing the channel, the height of the antenna and so on, and all these things have to go to the Department of Transport. If the thing is technically correct they refer it to the Board of Broadcast Governors.

Mr. BELL (*Saint John-Albert*): And they might express themselves in favour of one suggestion over another from a technological point of view.

Mr. RICHARDSON: I think they would only point out technical facts and not express an opinion.

The CHAIRMAN: Mr. McGrath is next, and then Mr. Fisher.

Mr. SIMPSON: I have a supplementary question. As you are well aware yourself, there have been many representations made in respect to the area I am in, in regard to servicing The Pas, Swan River, Flin Flon, and the Dauphin area on the way up to the northern part of Manitoba. There have been many representations made to the president of the C.B.C. and Mr. Bushnell, when he was acting president. To your knowledge, are the board of directors aware of the many representations which have been presented from this area?

Mr. RICHARDSON: Oh, I think so.

Mr. McGRATH: Well, Mr. Chairman, my question concerns the policy of the C.B.C. with regard to—

The CHAIRMAN: I do not think that we should expect our present witness to answer a question like that.

Mr. McGRATH: I feel that perhaps one of the committee of management should be able to answer it.

The CHAIRMAN: All right, proceed; ask your question.

Mr. McGRATH: My question is in regard to coverage in new areas, Mr. Chairman, areas that are presently unserved. Bearing in mind the concept of the national broadcasting system, which is a combination of C.B.C. and private stations, it seems to me that the policy of the corporation has changed somewhat in that now the corporation is competing with private enterprise in the few commercial areas that are left in Canada for the television franchise. I might say in all fairness that I asked this question of Mr. Bushnell earlier in the hearing; I also asked it of Dr. Stewart of the B.B.G. on June 22, and his answer is at page 483 of the evidence. My question is based on the economics of the C.B.C. and, of course, the fact that we are concerned with trying to save the taxpayer money. If a private organization will provide the service, as it now stands, if it is obliged to accept the network, why should the C.B.C. move in to compete?

Mr. LANDRY: I would say that this is really a matter for the board of directors to consider and that they should refer their conclusions to the B.B.G. I am afraid I cannot reply in detail as to the policy on this.

Mr. McGRATH: Well, could we have this question referred to your board and, perhaps, you could come back with an answer or statement later?

Mr. LANDRY: Yes.

The CHAIRMAN: By all means.

Mr. FISHER: I would like to ask Mr. McGrath whether he feels the taxpayer in a way is being paid money; it is all going to cost money.

Mr. McGRATH: I am not a witness, but I will answer it, if you like.

Mr. MUIR (*Lisgar*): I have a couple of questions. I am wondering what is the reason for changing Winnipeg from channel 4 to channel 3?

Mr. RICHARDSON: The reason was that all throughout the southern part of Manitoba, south of Winnipeg, all the southern area here, we received many letters and telephone calls complaining they could not pick up Winnipeg because of a station operating down here in North Dakota.

Mr. MUIR (*Lisgar*): Bismark?

Mr. RICHARDSON: No; Valley City. It was on the same channel. According to the international agreement the two stations were sufficiently separated geographically that they could operate on similar channels but they did not. The people were using outdoor antennae. They had them oriented to pick up Winnipeg but the back of them pointed toward Valley City and they got both signals.

Mr. MUIR (*Lisgar*): I live seven miles from Winnipeg and almost all the people in that area—

The CHAIRMAN: Where do you live?

Mr. MUIR (*Lisgar*): —have had to change their arials. Did that justify the change?

Mr. RICHARDSON: On the basis of the complaints we had, it certainly did.

Mr. MUIR (*Lisgar*): I understand the height of the tower in Winnipeg is confined by the proximity to the airport?

Mr. RICHARDSON: Yes.

Mr. MUIR (*Lisgar*): Do you have any plans for moving the tower so that you can raise it?

Mr. RICHARDSON: I think this will come up in our five-year plan in order to render a wider and more consistent service.

Mr. McGRATH: How much of the area across the prairies between the main network and the border would be covered by American stations? Is that pretty well filled in?

Mr. RICHARDSON: I rather doubt it. I do not know the exact distribution of the American stations along there. These, here, are fairly close to the border and would get some service. I do not think there would be too constant a service rendered up here.

Mr. MUIR (*Lisgar*): I wish to ask a question about the two communities of Prince George and Prince Rupert along the northern main line of the C.N.R. Has any consideration been given to establishing stations in those two communities?

Mr. RICHARDSON: They are under consideration. However, at the present meeting of the Board of Broadcast Governors, I believe there are three private applications being considered for Prince George.

Mr. FISHER: Have you heard anything or do you know anything of a policy which would enable the C.B.C. to share costs—perhaps to provide the service from year to year but have the communities themselves, or organizations within the communities, provide the capital outlay for the original facilities?

Mr. RICHARDSON: I have seen no such proposal put up to the corporation.

Mr. FISHER: Is it fair to ask whether or not it has been discussed within the organization?

Mr. RICHARDSON: Not to my knowledge.

The CHAIRMAN: Colonel Landry, have you anything to add?

Mr. LANDRY: No, I do not think we have received any such request.

Mr. FISHER: Is the station in Labrador a C.B.C. station?

Mr. RICHARDSON: This, again, is a station for which we provide a manager plus program material, but it is owned and operated by the armed forces of the United States.

Mr. FISHER: How would the population there compare with Flin Flon?

Mr. McGRATH: There would be no comparison.

Mr. FISHER: Flin Flon would be much larger?

Mr. McGRATH: Yes.

Mr. FISHER: Here you have worked out a paying operation.

Mr. RICHARDSON: These people here decided to build stations.

The CHAIRMAN: United States?

Mr. RICHARDSON: Yes; they were going to program them 100 per cent. I do not know who got into the act—the Department of External Affairs, the Department of Transport, or who—but the question came up that these were United States stations on Canadian soil and that something must be done. The compromise was they would be licensed in the name of the corporation. We would provide some of the programming and would license the station. It cost nothing so far as capital is concerned.

Mr. FISHER: If a community like Flin Flon was willing to do the same thing—I am not suggesting it is—would there be a possibility of sharing this as you are doing there?

Mr. RICHARDSON: It is a distinct possibility. I think, however, we would have to give it very serious consideration. From the engineering standpoint I see nothing wrong with it at the moment.

Mr. FISHER: Have you been checking on the recent experiments which were given much publicity over a year ago, which were made by the Westinghouse Corporation in Hamilton on the question of throwing a long-range television beam?

Mr. RICHARDSON: We keep up to date on all these things. The only one I have actually seen the concrete results of is the small link from Florida over to Havana. At the time I saw it, which was about a year or eighteen months ago, the picture received at both ends left quite a bit to be desired.

Mr. FISHER: Have you any indication which would lead you to believe that a similar development will open up any easy way of supplying long-distance transmission to places like Flin Flon?

Mr. RICHARDSON: Not at the moment. I do not say it will not come in the long run, but today I do not think we have it.

Mr. PRATT: In Montreal the television mast occupies the most desirable and practical location for telecasting purposes. I am wondering, if private licences are granted, whether or not the C.B.C. is prepared to share the location for a multi-antenna mast such as they have on the Empire State building in New York?

Mr. RICHARDSON: I do not know.

Mr. PRATT: Has the engineering department given consideration to the engineering factors involved?

Mr. RICHARDSON: Yes.

Mr. PRATT: They are prepared to do it from an engineering point of view?

Mr. RICHARDSON: There are certain difficulties. In Montreal we are limited in the height of the mast by civil aviation regulations. If you add antennae

you keep adding them lower down the mast, and if you have enough stations the last one may be in the cellar. This is one limitation. You could very easily say, "Why do you not build another mast beside it?" Then you have the difficulty of ghosts and reflections on the one tower off the other.

Mr. PRATT: The engineering department has considered this possibility?

Mr. RICHARDSON: Yes. If you have a mast here you can build another one within some limit.

The CHAIRMAN: Approximately how far apart?

Mr. RICHARDSON: They have to be between 75 feet and 250 or 300 feet. That is an estimate.

Mr. PRATT: Has the policy been considered by the hierarchy of the C.B.C. in respect of sharing?

Mr. LANDRY: I could not answer that question definitely. I do not know whether it was or was not discussed. I suppose it was done in the case of existing stations, but in respect of new stations, I am not aware of it.

Mr. PRATT: Would you seek this information and let the committee know?

Mr. LANDRY: Yes.

Mr. SIMPSON: What is the C.B.C.'s answer to the fact that in the province of Saskatchewan with a relatively equal population to Manitoba, they have practically three times as many miles of network television facilities in comparison to Manitoba. I believe in Manitoba they have around 330 miles of network facilities and in Saskatchewan they have 882 miles.

Mr. JENNINGS: This may be perfectly true because we were not particularly concerned with attempting to equalize miles of network with population by province. What we were concerned with was getting across the country with a micro-wave system and picking up centres of major population as we went. So it just happened that Winnipeg was the largest city in Manitoba, and Brandon was the next, so the thing went on the cheapest possible route.

Mr. SIMPSON: Flin Flon is third.

Mr. RICHARDSON: That may be true. At the beginning, when we ordered this network, no one envisaged there would be a television station at Swift Current, because the economy at that time simply indicated it was impossible.

In the same way, nobody thought of a privately owned station at Yorkton, and we had doubts about Prince Albert. We were figuring on Regina and Saskatoon. I can assure you there was no thought of discrimination, as of one province against another, or vice versa.

The CHAIRMAN: May we have your permission to have these tables of Mr. Richardson's printed in the record right after his remarks on it?

Agreed.

The CHAIRMAN: Any further questions of Mr. Richardson?

Mr. FISHER: Our terms of reference, Mr. Richardson, allow us to review, among other things, the development of the C.B.C., and to report from time to time our observations and opinions thereon.

In this whole question of extension of coverage to remote areas do you think it would be, or do you believe it would be of real assistance to you, in your particular function, if this committee could report or express an opinion, in some detail, about this extension of coverage; and with some suggestion of an appreciation of the cost factors and the population factors with which you are concerned?

Mr. RICHARDSON: Any help we can get, Mr. Fisher, we will welcome most heartily.

Mr. FISHER: Mr. Simpson and I will take a particular interest in this.

The CHAIRMAN: Mr. Taylor, this is on the extension of coverage?

Mr. TAYLOR: Yes.

Do you know how many companies operate in remote areas by way of a closed circuit system? Do you know how many companies in remote areas get their programs free of charge, like cutting in on C.B.C. television lines?

Mr. RICHARDSON: No one cuts in on C.B.C. lines.

Mr. TAYLOR: How about the one out in the interior of British Columbia, which operates a closed circuit system, but gets its programs from the C.B.C.,—probably improperly?

Mr. RICHARDSON: That is the first I have heard of that.

Mr. TAYLOR: Could you ask some of your associates? I think they know of that.

Mr. RICHARDSON (*Addressing his associates*): Has anyone here heard of the station—the community antenna system, I presume?

Mr. TAYLOR: Yes, a community antenna system.

Mr. RICHARDSON (*Again, to his associates*): In the interior of British Columbia, taking a feed off our lines? I do not think they can.

Mr. TAYLOR: It was written up in *Time* magazine that there was one company in the interior of British Columbia doing that.

Mr. GILMORE: Mr. Chairman, if there is such a tap or feed being taken from the micro-wave network I think that should definitely be drawn to the attention of the microwave network authorities, who are the Trans-Canada Telephone Company. We will be glad to look after that part of it, if the reference can be given to us. That is a very serious offence, actually.

The CHAIRMAN: Mr. Taylor, can you write the C.B.C. a personal letter on that?

Mr. TAYLOR: I already have.

There is one other question: if in the remote areas a closed circuit company was operating, would you provide film coverage to that company?

Mr. RICHARDSON: No, because, by and large, as I understand it, we only own broadcast rights in this material, and the instant you put it on a closed system, where somebody is charging so many dollars a home or receiver, that is no longer broadcasting. Maybe Mr. Gilmore could throw more light on it.

Mr. GILMORE: If I may expand a little, there are two questions involved: one is a constitutional question: being set up to provide a broadcasting service, and a definition of that word "broadcasting" comes very directly into focus here—whether that would be providing a broadcasting service, anyway. Secondly, there is the point that Mr. Richardson has mentioned, that of clearance with owners of the copyright of the material. That copyright is not only copyright in the property, the play, music, sketch, or whatever it is, but it is also clearance with organized labour on the subject.

These actually could possibly be overcome with special agreements for the sale of this material to a commercial house. That is the only way we see of doing it.

Mr. TAYLOR: Mr. Chairman, specifically, in Whitehorse the public there desire a television service. I understand the corporation does not plan to extend into that area for two or three years. The closed circuit company is there. Film has to come from American outlets only, so the Canadians in the area cannot get any Canadian film. Do you not feel you could overcome that problem at no expense to the taxpayers—and you might even derive a rental from the film?

Mr. GILMORE: Mr. Chairman, that is a commercial enterprise. I think, if I could comment, that the entrepreneur should look into that on the basis of what it would cost to provide Canadian film. There are other sources of Canadian film besides the C.B.C.

I think what is suggested here is C.B.C. programming, and my answer to the previous question should apply here.

Mr. TAYLOR: I do not want to labour this point too much, but the same thing might happen in other towns and cities in the north. Do you not feel you should encourage private enterprise, to some extent, in that area, when you do not plan to go in there yourself, and help them get Canadian material? If you do not help them they might go to American sources, which is what we do not want.

Mr. GILMORE: Mr. Chairman, this is not broadcasting.

The CHAIRMAN: I know.

Mr. GILMORE: We do not see it as our primary responsibility, sir.

Mr. PRATT: A supplementary question to that, Mr. Chairman.

The CHAIRMAN: Yes, Mr. Pratt.

Mr. PRATT: If this were distributed to private enterprise, which in turn would re-broadcast it, you would be willing and able to do that under your terms of reference?

Mr. GILMORE: We have provided, from 1953 onward, an average of 40 hours of programming a week to all private television stations in Canada by means of kine recordings, with no charge to them. In fact, about half of this was sponsored material, for which they were paid station time.

Mr. PRATT: I am not criticizing—

Mr. GILMORE: I am agreeing with you.

Mr. PRATT: You are agreeing with me?

Mr. RICHARDSON: Yes.

Mr. PRATT: That is fine.

Mr. TAYLOR: The Canadian forces—the air force and army—are at Whitehorse. Because of the fact the corporation cannot supply material for our Canadian forces in Canada they are being fed nothing but American films. I am trying to find out if you can overcome that problem.

The CHAIRMAN: Could we settle this by stating you will study it, Mr. Gilmore, or Colonel Landry?

Mr. GILMORE: There is a radio service being provided; and television will be provided under the normal planning of the corporation, in due course.

Mr. TAYLOR: What is “in due course”, though?

Mr. FISHER: There is no reason why he should tell you any more than us. We want to know too.

Mr. SIMPSON: Has there been any application, at any time of which you know, by the United States armed forces to provide a television service in Fort Churchill?

Mr. RICHARDSON: Not to my knowledge.

Mr. SIMPSON: That would also provide a service for the people in the town of Churchill?

Mr. RICHARDSON: Yes.

Mr. SIMPSON: What would that involve? Supposing they wished to go ahead and construct a television station there, to provide a service for the armed forces, would that tie in with the broadcasting policy in Canada, or are you allowed to do that?

Mr. RICHARDSON: I am not an expert on these international matters, but I would assume, offhand, there would first be an approach from the State Department to the Department of External Affairs on such a matter—as there was with Harmon Field and Goose Bay; and from there the various Canadian authorities probably take it into consideration, the same as we did before, with the Department of Transport—and, probably, the Board of Broadcast Governors would get into it now.

Mr. McGRATH: Is there not a difference in the two situations? I think in the case of Harmon Field and Goose Bay the Americans have an actual lease.

Mr. RICHARDSON: Yes.

Mr. McGRATH: Whereas they would be pretty small detachments at Churchill.

Mr. RICHARDSON: I would not know.

Mr. SIMPSON: One further question on that. At the present time they are operating a radio station there, and I do not know whether that is under C.B.C. jurisdiction.

Mr. RICHARDSON: It will be very shortly.

Mr. SIMPSON: You mentioned that, but it is my understanding—and I have not been able to get the complete facts on this—but it is my understanding from people in the area that the United States authority was quite willing to put up a television service, but was refused permission.

Mr. RICHARDSON: It did not get to my level.

The CHAIRMAN: Now, we have been holding Item No. 1. Colonel Landry, who is going to answer questions on The Extension of Hours of Telecasting?

Mr. LANDRY: Mr. Gilmore will answer the questions.

The CHAIRMAN: Mr. Richardson, before you leave, on behalf of the committee, may I present an orchid to you. You were one of our better witnesses.

We will have these tables, which form part of Mr. Richardson's brief, placed on the record at this point.

CBC LOW POWER RELAY TRANSMITTERS

Location	Call Letters	Frequencies (KC/S)	Date in Operation
Revelstoke, B.C.	CBRA	860	October 22, 1940
North Bend, B.C.	CBRN	800	September, 11 1942
Edmundston, N.B.	CBAM	1490	October 18, 1942
Fernie, B.C.	CBRF	730	December 14, 1942
Cranbrook, B.C.	CBRR	860	December 17, 1942
Kimberley, B.C.	CBRK	900	December 18, 1942
Creston, B.C.	CBRM	740	December 20, 1942
Sioux Lookout, Ont.	CBLs	1240	June 13, 1943
Quesnel, B.C.	CBRQ	800	August 9, 1943
Prince George, B.C.	CBRG	860	August 10, 1943
Williams Lake, B.C.	CBRL	860	August 11, 1943
Nakina, Ont.	CBLN	1240	April 27, 1944
Hornepayne, Ont.	CBHL	1340	November 23, 1944
Dryden, Ont.	CBLD	1490	April 24, 1948
Ashcroft, B.C.	CBRT	860	May 16, 1948
Princeton, B.C.	CBRP	860	May 18, 1948
Field, B.C.	CBRD	860	December 2, 1948
Foleyet, Ont.	CBLF	1450	May 25, 1949
White River, Ont.	CBLW	1240	April 3, 1951
Marathon, Ont.	CBLM	1490	April 4, 1951
Schreiber, Ont.	CBLB	1340	April 6, 1951
Smithers, B.C.	CBRS	860	April 16, 1951
Atikokan, Ont.	CBLA	1490	June 26, 1951
Burn's Lake, B.C.	CBRB	860	September 11, 1951
Hazelton, B.C.	CBRH	1110	September 14, 1951
Terrace, B.C.	CBRC	860	September 16, 1951
Vanderhoof, B.C.	CBRV	860	September 9, 1951

CBC LOW POWER RELAY TRANSMITTERS—*Cont.*

Location	Call Letters	Frequencies (KC/S)	Date in Operation
Longlac, Ontario.....	CBLI	1400	July 23, 1953
Geralton, Ontario.....	CBLG	730	July 25, 1953
Beardmore, Ontario.....	CBLE	1240	July 25, 1953
Red Rock, Ontario.....	CBLR	1010	July 25, 1953
Megantic, Que.....	CBFB	990	September 26, 1953 (French)
McBride, B.C.....	CBXM	860	August 28, 1953
Lytton, B.C.....	CBRE	1080	October 22, 1953
Chapleau, Ont.....	CBLC	1090	September 23, 1953
Jasper, Alta.....	CBXJ	860	November 20, 1953
Jamestown, Ont.....	CBLJ	540	December 18, 1953
Golden, B.C.....	CBXE	730	February 11, 1954
Salmon Arm, B.C.....	CBUC	740	April 9, 1954
Grand Forks, B.C.....	CBRJ	860	April 23, 1954
Greenwood, B.C.....	CBRO	730	April 25, 1954
Banff, Alta.....	CBXB	860	April 26, 1954
Coleman, Alta.....	CBXC	1450	August 14, 1954
Blairmore, Alta.....	CBXL	860	August 14, 1954
Natal, B.C.....	CBXN	1490	August 17, 1954
Oliver, B.C.....	CBUA	730	September 15, 1954
Osoyoos, B.C.....	CBUB	900	September 17, 1954
Ocean Falls, B.C.....	CBUF	860	October 4, 1954
Castlegar, B.C.....	CBUD	1080	November 12, 1954
Kaslo, B.C.....	CBUG	860	November 16, 1954
Hope, B.C.....	CBUE	860	December 21, 1954
Kitimat, B.C.....	CBUK	740	February 19, 1955
Gaspé, Que.....	CBFG	1420	April 16, 1955 (French)
Grand Falls, N.B.....	CBAB	1350	May 2, 1955
Edson, Alta.....	CBXD	1110	November 8, 1958
Chase, B.C.....	CBUH	860	November 26, 1958
Espanola, B.C.....	CBLP	1240	January 12, 1959
Mattawa, Ont.....	CBLO	1240	January 13, 1959
Kirkland Lake, Ont.....	CBLK	1450	February 2, 1959 (French)
Latchford, Ont.....	CBLO	540	February 3, 1959
Smooth Rock Falls, Ont.....	CBLU	540	April 1, 1959 (French)
UNDER CONSTRUCTION			
Plaster Rock, N.B.....		990	Spring, 1959
Deep River, Ont.....		540	Spring, 1959
Barrington, N.S.....		540	October, 1959
Slocan City, B.C.....		860	October, 1959
New Denver-Roseberry, B.C.....		740	October, 1959
Lillooet, B.C.....		860	October, 1959

CANADIAN TELEVISION STATIONS

Call	Location	Established	Call	Location	Established
CBFT	Montreal.....	1952	CFLA-TV	Goose Bay.....	1956
CBLT	Toronto.....	1952	CFCL-TV	Timmins.....	1956
CBOT	Ottawa.....	1953	CFCY-TV	Charlottetown....	1956
CBUT	Vancouver.....	1953	CHEK-TV	Victoria.....	1956
CFPL-TV	London.....	1953	CHLT-TV	Sherbrooke.....	1956
CKSO-TV	Sudbury.....	1953			
CBHT	Halifax.....	1954	CFSN-TV	Stephenville.....	1957
CBMT	Montreal.....	1954	CFCR-TV	Kamloops.....	1957
CBWT	Winnipeg.....	1954	CHAT-TV	Medicine Hat....	1957
CFCJ-TV	Port Arthur.....	1954	CHBC-TV	Kelowna.....	1957
CFCM-TV	Quebec.....	1954	CHBC-TV-1	Penticton.....	1947
CFQC-TV	Saskatoon.....	1954	CHBC-TV-2	Vernon.....	1957
CFRN-TV	Edmonton.....	1954	CHCA-TV	Red Deer.....	1957
CHCH-TV	Hamilton.....	1954	CJFB-TV	Swift Current....	1957
CHCT-TV	Calgary.....	1954	CJOX-TV	Argentina.....	1957
CHSJ-TV	St. John.....	1954	CKMI-TV	Quebec.....	1957
CJBR-TV	Rimouski.....	1954	CKRN-TV	Rouyn.....	1957
CJCB-TV	Sydney.....	1954	CKSO-TV-1	Elliot Lake.....	1957
CJIC-TV	Sault Ste. Marie..	1954			
CKCK-TV	Regina.....	1954	CBHT-1	Liverpool.....	1958
CKCO-TV	Kitchener.....	1954	CBHT-2	Shelburne.....	1958
CKCW-TV	Moncton.....	1954	CBHT-3	Yarmouth.....	1958
CKLW-TV	Windsor.....	1954	CFCL-TV-1	Kapuskasing.....	1958
CKWS-TV	Kingston.....	1954	CFCL-TV-2	Elk Lake.....	1958
CBOFT	Ottawa.....	1955	CJES-TV-1	Estcourt.....	1958
CHEX-TV	Peterborough.....	1955	CKBI-TV	Prince Albert....	1958
CJLH-TV	Lethbridge.....	1955	CKBL-TV	Matane.....	1958
CJON-TV	St. John's.....	1955	CKOS-TV	Yorkton.....	1958
CKGN-TV	North Bay.....	1955	CKTM-TV	Three Rivers....	1958
CKRS-TV	Jonquiere.....	1955	CJDC-TV	Dawson Creek....	1959
CKNX-TV	Wingham.....	1955			
CKVR-TV	Barrie.....	1955			
CKXV-TV	Brandon.....	1955			

STATIONS RECOMMENDED OR AUTHORIZED
BUT NOT YET IN OPERATION

Call	Location	Call	Location
CJVC-TV	Clermont Corner Brook Cornwall Inverness Kenora Moncton	CHAB-TV	Moose Jaw
		CHAU-TV	New Carlisle Princeton St. Boniface Trail

TV STATIONS—DATES CONNECTED TO NETWORK

Call	Location	Date on Network	Call	Location	Date on Network
CBLT	Toronto.....	Jan. 19, 1953	CFQC-TV	Saskatoon.....	June 16, 1957
CBFT	Montreal.....	May 14, 1953	CJBR-TV	Rimouski.....	Aug. 7, 1957
CBOT	Ottawa.....	May 14, 1953	CKRS-TV	Jonquiere.....	Oct. 28, 1957
CFPL-TV	London.....	Jan. 1, 1954	CHCT-TV	Calgary.....	Nov. 24, 1957
CBMT	Montreal.....	Jan. 10, 1954	CFRM-TV	Edmonton.....	Nov. 24, 1957
CKCO-TV	Kitchener.....	Mar. 1, 1954	CJLH-TV	Lethbridge.....	Nov. 24, 1957
CHCH-TV	Hamilton.....	June 1, 1954	CHAT-TV	Medicine Hat.....	Nov. 24, 1957
CFCM-TV	Quebec.....	July 17, 1954	*CFCY-TV	Charlottetown.....	Nov. 30, 1957 (to CBHU)
CKLW-TV	Windsor.....	Sept. 4, 1954	CKTM-TV	Three Rivers.....	Apr. 15, 1958
CKWS-TV	Kingston.....	Dec. 9, 1954	CHCA-TV	Red Deer.....	Apr. 16, 1958 (Temp) Oct. 1959 (Perm)
CHEX-TV	Peterborough.....	Apr. 1, 1955			
CBOFT	Ottawa.....	June 24, 1955			
CKVR-TV	Barrie.....	Sept. 28, 1955			
CKNX-TV	Wingham.....	Nov. 18, 1955 (Temp) Aug. 10, 1956 (Perm)	CJIC-TV	S. S. Marie.....	June 1, 1958
			CBUT	Vancouver.....	July 1, 1958
CHLT-TV	Sherbrooke.....	Aug. 12, 1956	CJFB-TV	Swift Current.....	Oct. 1, 1958
CKGN-TV	North Bay.....	Sept. 30, 1956	CKBL-TV	Matane (Fr.).....	Nov. 15, 1958
CKSO-TV	Sudbury.....	Sept. 30, 1956 (Temp) Mar. 30, 1957 (Perm)	CKBI-TV	Prince Albert.....	Feb. 8, 1959
			CKRN-TV	Rouyn.....	Mar. 21, 1959
CFCJ-TV	Port Arthur.....	Sept. 30, 1956	CJON-TV	St. John's.....	June 15, 1959
CBWT	Winnipeg.....	Sept. 30, 1956	CFSN-TV	Harmon Field.....	June 15, 1959
*CHSJ-TV	Saint John.....	Dec. 2, 1956 (to CBHT)		Corner Brook.....	June 15, 1959
*CKCW-TV	Moncton.....	Dec. 2, 1956 (to CBHT)	CHBC-TV	Moose Jaw.....	Aug. 16, 1959
*CJCB-TV	Sydney.....	Dec. 2, 1956 (to CBHT)	CFCR-TV	Kelowna.....	Sept. 1959
CBHT	Halifax.....	Dec. 2, 1956	CKOS-TV	Kamloops.....	Sept. 1959
CHEK-TV	Victoria.....	Dec. 17, 1956 (to CBUT)		Yorkton.....	Dec. 1959
	(To Cross-Canada Network July 1, 1958)			New Carlisle.....	1960
CKMI-TV	Quebec (Eng.).....	Mar. 17, 1957		Moncton (Fr.).....	1960
CFCL-TV	Timmins.....	Apr. 21, 1957		Kenora.....	Late/59 or Early/60
CKX-TV	Brandon.....	Apr. 28, 1957		Trail.....	Late/59 or Early/60
CKCK-TV	Regina.....	Apr. 28, 1957			

*English network connection between Montreal and the Maritimes went into operation Feb. 2/58.

Mr. FISHER: Before you go, Mr. Richardson, can you foresee within the next five years that private entrepreneurs are really going to get into this field of providing television coverage in remote or hinterland areas?

Mr. RICHARDSON: That is a matter of opinion. I believe that past events have spoken somewhat in favour of it by the fact that some satellites have been established in some remote areas such as Elliot Lake, Kapuskasing, Penticton, Elk Lake and Vernon.

Mr. TAYLOR: Do you not feel that you should give a type of assistance to these private companies, with the reservation of course that if the C.B.C. ever intends to enter that area, it would have the first rights?

The CHAIRMAN: That is Corporation policy. Please ask your question of Colonel Landry. Go on, through me.

Mr. TAYLOR: Well, Mr. Chairman, it is the same question. Do you not feel that you should give every effort to help those small companies operating in the northern areas in order that they provide service which is desirable in these television areas, with the reservation at all times that the C.B.C., if they do enter that area, would have priority; but as long as you are not in there, you will give every assistance; but when you do enter the area the private companies would have to do as you see fit?

Mr. LANDRY: Yes, Mr. Gilmore will answer your question.

Mr. GILMORE: It would be about the same thing as to ask us to supply C.B.C. programs to all small theatres throughout that area. It would amount to the same thing. We would certainly provide encouragement, provided we could get the clearance.

The CHAIRMAN: Thank you.

Mr. TAYLOR: I understand that if you are outside of Canada you can buy film or rent; but if you are a Canadian company operating in Canada, you cannot get them.

Mr. GILMORE: Only if you are a broadcasting organization outside of Canada.

Mr. SIMPSON: My final question is directed to Mr. Richardson: to your knowledge, speaking especially of the area in which you know I am interested and which already has a micro-wave system set up, how long do you think it would take, after decision was made to service that area, to secure the equipment? Is this equipment available? Is it being manufactured fairly quickly, or is it a long term process to have the equipment manufactured to equip these towers?

Mr. RICHARDSON: This is a network micro-wave system?

Mr. SIMPSON: Yes.

Mr. RICHARDSON: As I understand it the micro-wave system that runs into the area which you are describing is made for voice, telegraph, and such types of communication only. It is entirely different to the type of equipment which you would have to have to carry television programming. So what would have to be done, I think, would be to acquire a complete set of equipment. Whether or not their present buildings could accommodate the equipment, whether their towers would support the necessary antenna to beam these things from tower to tower, frankly, I do not know. All I can say is that the extensions of networks which have been authorized and ordered in the last two or three years have taken anywhere from 18 to 24 months to construct.

Mr. SIMPSON: Is it reasonable to assume that these towers could carry that equipment? I ask that because the Manitoba telephone system has already arrived at a rental cost which they would require for them; so it must be reasonable to assume that the towers could carry the equipment.

Mr. RICHARDSON: I do not know.

Mr. PRATT: May I ask a supplementary question to Mr. Taylor's question of Mr. Gilmore? Is there at the present time any understanding with the performers union to break or to destroy recorded material in a case where future broadcasting is suggested?

Mr. GILMORE: We can only produce one performance. That is a restriction of the agreement.

Mr. PRATT: Are these recordings destroyed?

Mr. GILMORE: They are certainly destroyed, and the actual film prints are destroyed.

Mr. PRATT: Do you not keep kines for your records.

Mr. GILMORE: We have a policy of keeping negatives, but it varies with the material. In the case of important broadcasts we keep them indefinitely.

Mr. PRATT: Does this apply to video tape?

Mr. GILMORE: We have not established a policy in respect to video tape because we have not yet got the complete data on what it would cost us to store them.

The CHAIRMAN: Thank you. May we now refer to item H-1 extension of hours of telecasting?

Mr. McGRATH: We have finished the other items under item H?

The CHAIRMAN: No.

Mr. McGRATH: What is left under H?

The CHAIRMAN: Items number 3 and 4. Do you have a short statement, Mr. Gilmore?

Mr. GILMORE: No.

The CHAIRMAN: Are there any questions under extension of hours of telecasting?

Mr. KUCHEREPA: Why can we not have an extension of hours of television broadcasting in the large metropolitan area?

Mr. GILMORE: The extension of hours of television for the C.B.C. network was planned two or three years ago now, as outlined in appendix 12 of the Fowler commission report; and this is the program we are following. This brings the television network back to about 1962 or 1963. We are presently in the process of up-dating this forecast for the current 5 years forecast which is due on November 10 under the new Broadcasting Act. I cannot say at this date whether that will be altered or not.

Mr. PRATT: Might there not be some consideration given to reducing the number of hours of television broadcasting in the interests of making better programs at less cost to the public?

Mr. FISHER: Or of extending television services?

Mr. GILMORE: I would not be in a position to comment on that.

Mr. PRATT: Has any consideration been given to it?

Mr. GILMORE: The consideration given was that the Fowler Commission took thought of our development, and the corporation at that time took the position that if it was reasonable to have a balanced service of recorded radio and television programs it was also reasonable to provide live service throughout the network when such television service was available, particularly from across the border.

Mr. PRATT: In a place like Montreal where a tremendous amount of space has to be filled in by television broadcasting, where they not only use their first, second, and third grade performers, but where they are down to fourth, fifth, and sixth grade performers in order to fill these hours which are not always necessary, it seems to me—

The CHAIRMAN: Is that a personal opinion?

Mr. PRATT: Yes, I am expressing a personal opinion. I am sorry. I shall desist.

Mr. FISHER: Come out of retirement, John.

Mr. PRATT: Thank you.

Mr. TAYLOR: You will get used to it.

The CHAIRMAN: I was wondering about private enterprise. Getting right down to cases, CFPL of London found it necessary to compete, I imagine, with Cleveland and Detroit. They extended their hours by starting two hours earlier in the morning.

Mr. GILMORE: Yes.

The CHAIRMAN: There is no way of knowing whether or not they are losing money on this, but I feel sure they are not losing very much money if any, because they are selling sufficient commercials to pay for the film or whatever they may run at that time. But could not an extension of hours be made in some areas in your larger centres at no cost to the C.B.C.?

Mr. GILMORE: You are dealing now with local service, and we would hope that any extension we would make in local service would pay for itself. I might add, in comment on the CFPL statement, that the private affiliated stations would like our network to extend, in order to aid them in their local extension.

The CHAIRMAN: I would understand that.

Mr. TREMBLAY (*Interpretation*): Well, Mr. Chairman, I would like to put three questions to Mr. Gilmore. First, what is the aim which the C.B.C. would be seeking in increasing the number of hours of television broadcasts? The second question: this aim pursued by the C.B.C., does it meet requirements put forth by the public and specific requests in that connection? And my third question is: does the C.B.C. undertake, in cooperation with educational, cultural, social and other bodies—does it undertake to make a study of this problem, based on family problems?

Mr. GILMORE: On the first question—and I will couple it with the second; they are both pretty much the same—why are we increasing, and does it meet the need: any of the surveys which have been made on this subject indicate that there is a very definite television audience for any television service in the afternoon and noon hours. In the case of the noon hours, our production planning—Mr. Jennings, I think, can substantiate this—was to possibly go into the rural field around noon and complement our radio farm broadcast.

In the case of the effect on families, or family studies, I know nothing of any particular family statements—statements by psychologists or social studies of this nature. I do know one thing, however; that we have had on the English network—and, as Mr. Ouimet and Mr. Jennings mentioned previously, we have complied with it by experimental telecasting—considerable pressure to develop some school television in the English language network service.

The CHAIRMAN: Are there any further questions on Item "1"? Shall we go to "3", Colour Television?

Agreed.

The CHAIRMAN: Who will be our witness on that, Mr. Landry?

Mr. LANDRY: Mr. Gilmore and Mr. Richardson.

Mr. KUCHEREPA: What are the prospects of colour television?

Mr. GILMORE: In forecasting the costs of colour television, extensive investigations were made, mainly at the National Broadcasting Company in the United States—where colour is being produced pretty widely—and it was found that on the actual programming costs—that is, the costs of producing a program—there was a differential of approximately 25 per cent between colour and black and white, to the extent that colour is more expensive by approximately 25 per cent.

Mr. McGRATH: Is it also not a fact, Mr. Gilmore, that the large networks in the United States—N.B.C. in particular—are not too happy with their experiments with colour television, because of the very factor you mentioned, the cost factor, and the factor of producing special receivers; and would this also be a very definite prohibitive factor to introducing colour television in Canada?

Mr. GILMORE: Mr. Chairman, Mr. McGrath; the situation is a little different in that the public has not bought colour receivers to the extent that was forecast by electronics economists some three years ago. Had the public in the United States bought colour television receivers in volume, I think they would be pretty happy with it, because they were geared up to supply a service just about now—a full network service. But there are a little more

than 300,000 colour television sets which have been sold in the United States in the four odd years since colour became a real reality on network transmission.

Three hundred thousand colour sets compares with approximately 45 million sets in black and white in the United States—and I think thereby hangs the tale of the slowness of development.

Mr. PRATT: Supplemental of that question: was this the R.C.A.—was this the compatible system?

Mr. GILMORE: Yes, the compatible system.

The CHAIRMAN: Have you any idea how many colour sets are in Canada right now?

Mr. GILMORE: There is no count available on that.

Mr. TAYLOR: What will it cost, including sales tax, to convert to colour television? Would you have to buy a complete, new set in Canada?

Mr. GILMORE: It requires a complete, new set, and on the last estimate it was something of the order of \$1,000, or slightly under. Mr. Richardson may want to correct this.

Mr. PRATT: That was the Canadian price?

Mr. RICHARDSON: There is no change in that. A reasonably good set would, I think, probably cost you pretty close to \$1,200 or \$1,500.

The CHAIRMAN: We have a few in London, John: I do not know whether you have them in Vancouver.

Mr. TAYLOR: Yes; it comes in from the Seattle station.

Mr. GILMORE: There is no question about it, in the view of the corporation, and I would like to quote our president in this regard—Mr. Alphonse Ouimet—colour television is the logical development of the television system as we now have it. It is a beautiful thing to behold, a properly produced coloured television program.

Mr. TAYLOR: If it is going to cost 25 per cent more, the future will be that the taxpayer will have just that much greater burden.

The CHAIRMAN: Are there any further questions on colour television?

Mr. TAYLOR: When can we expect colour television?

An HON. MEMBER: Twenty-five years!

Mr. GILMORE: We will have to replot our whole course of development. We had hoped to have started some network colour broadcasting earlier than now based on the forecasts of the United States economists. It has not materialized, and I certainly do not think we would be very wise in fixing a firm date to it at this time.

Mr. McGRATH: I have one supplementary question to the observation of Mr. Gilmore. Can we conclude from your answer that the corporation has had experimental telecasts in colour?

Mr. GILMORE: No, we have no equipment for experimental telecasts in colour. Mr. Richardson and myself have watched the developments in the United States very closely.

The CHAIRMAN: Is there any reason why not? Or possibly Mr. Richardson could answer this question. Again, I go back to CFPL television: all they have to do is put on a switch, as you know, and they can show colour film. Is there any reason why C.B.C. would not want CFPL to turn that switch?

Mr. RICHARDSON: No reason, that I know of.

The CHAIRMAN: Who would not want them to?

Mr. RICHARDSON: As I understand it, there is a government policy—I have got this from the Department of Transport: again, I perhaps should not be speaking to it—that the colour position will be reassessed in the future, and present licences are for monochrome only.

The CHAIRMAN: Thank you very much. We are on Item “4” of “H”, policy of C.B.C. re potential competition. Colonel Landry.

Mr. LANDRY: Mr. Chairman, this is a matter which we assume applies to the licensing of second stations in television in Canadian Broadcasting Corporation service areas. As we are all aware, this is a hypothetical situation as of this date, which however may become a practical reality in terms of the not-too-distant future.

As to the date at which this may or may not occur, this is a matter strictly for the B.B.G. and the government. In so far as the policy regarding the Canadian Broadcasting Corporation’s approach to the situation is concerned, this is a matter for the consideration of our board of directors and the direction from that point to our management.

There are many problems which will have to be studied at that time and which depend upon the timing, whatever restrictions are placed on the potential of hypothetical competition, et cetera. This is about all the Canadian Broadcasting Corporation can say on this subject at this particular time. I hope you will excuse us from further statements or discussion in view of the obscurity of the situation and the many complex factors which could bear on any determination of policy by our board.

The CHAIRMAN: Still, you would not mind a few questions on it?

Mr. LANDRY: If we can answer, we will.

The CHAIRMAN: Within those limitations?

Mr. LANDRY: Yes.

Mr. McGRATH: Document 3(a), which was distributed yesterday, respecting the commercial staff across Canada and, further to that, bearing in mind the fact that there are areas in Canada today where the C.B.C. must compete, could we not include that item with this question?

The CHAIRMAN: 3(a) of yesterday?

Mr. LANDRY: “Commercial organization”.

Mr. McGRATH: Yes. So far as I can see it has a definite bearing on it.

Mr. LANDRY: Possibly so. Mr. Johnson is not here and, I suppose, he is the one who could deal with this. Could you answer that question, Mr. Carter?

The CHAIRMAN: Mr. Carter is with personnel; if you have a question on that it will be all right, if it is tied in with H.4.

Mr. McGRATH: Yes, this is a tie-in and it has to do with competition. It concerns this chart, here. I hope I am understanding this, but I would like to know why it is that in the two key competitive areas of Windsor and Vancouver there are only one and eleven respectively on the commercial staff, as opposed to—and these are not a fair comparison, because Montreal and Toronto are key network centres—as opposed to seven for Halifax and seven for Ottawa which, in terms of advertising, would not be as competitive as border areas of Windsor and Vancouver.

Mr. LANDRY: I would say in regard to Windsor that possibly the situation is that the commercial representative there reports to Toronto. However, I would like Mr. Carter, who is the director of personnel to answer that question.

Mr. Marcel CARTER (*Controller of Management Planning and Development*): In regard to Windsor, it is a local operation, connected solely with

radio. We do not operate a television station in Windsor and, therefore, we would not require any sales representative in that area for television. In addition to the local commercial operations, Toronto and Montreal are the two network centres and, therefore, the staff there are not solely sales staff. You have the auxiliary clerical staff and sales service branches that go with it. They deal with the national advertising agencies and are mostly concentrated at these two locations.

Mr. McGRATH: Yes, I understand; I should not have mentioned those. I caught myself and instead used as an analysis Halifax and Ottawa.

Mr. CARTER: Well, in comparing Halifax and Ottawa with Vancouver, there is a slight difference because in Vancouver you have some advertising agencies that do national business and we have to work with those. So there is a small difference between Halifax and Ottawa and Vancouver; Vancouver is not limited strictly to local.

Mr. McGRATH: Well, I would like to make an observation at this point and I would like you to comment on it, if you will. These figures indicate to me that there does not seem to be an awareness of the importance of the local advertising dollar. For instance, in the city of Windsor, which is a large competitive city on the border, there is only one commercial man selling radio in that area, and the same applies to Vancouver where you have C.B.C. television and radio. My question would be this: does the C.B.C. have any intention of stepping up their programming in regard to going after the local advertising dollar? I ask this question because there is a lot of revenue here.

Mr. CARTER: You are now getting out of the personnel area.

Mr. LANDRY: It is a question of policy.

Mr. CARTER: In regard to radio network operations and our local operations, we have definite policies that have been given to us by the former board of governors and board of directors. I am sure the board of directors will review that question. However, so far, we have not gone heavily into local business in areas where there were private stations operating. We have not gone too far in trying to take over their market, which was recognized as their market.

Mr. McGRATH: That raises a very important question at this point, so far as I can see, and it is this: with the change in the set-up, who is going to answer questions from time to time, as we proceed, with respect to policy? To my mind, this is very important.

Mr. LANDRY: I would suggest that Mr. Jennings answer this question.

Mr. JENNINGS: Especially in the field of radio—and I do not know whether or not we have tabled the figures as well in another item on the agenda, about the increase in commercial returns—but you will see there where the figures have increased after a drop in radio; and although we do not present in that return the figures we have so far for 1959, I have been told by Mr. Henderson that we show a great step-up. This does reflect, particularly in radio, the increased effort to get the advertising dollar, particularly in local operations.

You will see from the figures that the network return from advertising, in regard to radio, has gone down, but the figures reflect very clearly the new attempt on the part of radio to increase our commercial income by the use of new formats, which are almost completely in the spot field, or in programs like the Happy Gang, where we have shared sponsorship.

Mr. McGRATH: Surely there would be a lot of spot advertising business in the Windsor market and surely one man could not possibly adequately cover that market.

The CHAIRMAN: It has been the C.B.C. policy not to pursue that too strongly—I mean the selling of spots; but they anticipate a change.

Mr. JENNINGS: I cannot answer you now, but I will speak to our commercial representative to find out what the situation is, because the kind of programming we are doing is a sort of semi-network, semi-local programming in radio.

Mr. McGRATH: You can see my point. Another example is St. John's; it has a very much smaller market than Windsor, but has two men. I realize that is the centre of a regional network, but even taking in the whole regional network it would still be in terms smaller than Windsor.

Mr. JENNINGS: Mr. McGrath, let me get a better answer for you.

Mr. FISHER: When we had the case of competition being introduced in the question of the relationships between Trans-Canada Air Lines and C.P.A., there were public hearings by the Air Transport Board. Does the C.B.C. foresee that it will present its case, in so far as its relationship to competition, and its arguments, regarding restrictions on competition to the board of broadcast governors at public hearings?

Mr. LANDRY: I presume that is also a matter of policy. I have no doubt the board must be apprised of it, and it is up to them to decide. I cannot tell you the answer now. I have taken on my job just recently and have not had occasion to study all these matters. Perhaps Mr. Gilmore could comment further on that.

Mr. GILMORE: I would expect that in advising management we would advise that we should be heard on the effects on us of competition.

The CHAIRMAN: Did you have a question, Mr. Taylor?

Mr. TAYLOR: Yes; I have an observation and then a question.

The CHAIRMAN: Would you keep your observation to a minimum; it is getting late.

Mr. TAYLOR: Apparently in the Vancouver area the C.B.C. radio has about 5 per cent of the market and in television, according to some surveys, 80 per cent of the markets across the border. There are large audiences listening mostly to American stations, and also upwards of two millions of dollars going over to American stations for advertising. That is an alarming situation. What is the board of governors doing to try to combat that situation?

Mr. McGRATH: You mean the board of directors.

Mr. TAYLOR: Or the board of directors. What are they doing to combat that situation in Canada's third largest city?

Mr. LANDRY: Mr. Jennings, would you answer that question.

Mr. JENNINGS: I have heard a lot of it is brewery advertising.

Mr. TAYLOR: There is Nelson's laundry and a lot of other large companies. I understand they have twenty-one salesmen at Bellingham and we have eleven. We have everything our way in Vancouver and yet Canadians are listening to Bellingham and Seattle to an alarming extent. Do you feel that at some time we may have to give way on amateur talent and provide more American shows in order to hold or to recover the audience in Canada. Actually, we have lost the audience.

Mr. JENNINGS: I am not in a position to say. The C.B.C. operates its programming under certain clearly laid down mandates as to what kind of service it should lay out. These mandates place a certain handicap on us in going out and attempting to sell spot advertising. We are under a handicap.

Mr. TAYLOR: That is the key to the whole thing.

Mr. JENNINGS: Of course, we recognize it. We are, however, still carrying out a very clearcut mandate laid down and given to us which has been restated over a great many years. There are also certain policies in respect of advertising. We are restricted in things like depilatories and that sort of thing, which some American stations are not.

The CHAIRMAN: Our food and drug limitations are different?

Mr. JENNINGS: Yes. I would say we are attempting to step up to quite an aggressive degree our attempts to capture advertising. I believe we are doing this in the sense of creating local retail rates. We are also trying more clearly to identify the network operation with our own stations.

The CHAIRMAN: May we leave it with the understanding that you will have another good look at it.

Mr. JENNINGS: We will indeed.

Mr. GILMORE: May I challenge the figure of 20 per cent. I have seen a number of surveys. Our officers see them monthly. I can only speak from memory although our audience research would have a detailed study. From memory, CBUT in Vancouver gets 60 per cent during many periods and at others drops to 40 or 30. I think it is rare when it goes down to 30.

Mr. TAYLOR: I do not want to enter into an argument on that point, but—

The CHAIRMAN: These are facts we can obtain.

Mr. TAYLOR: If the C.B.C., in the near future, is convinced that is the case and if we introduce two further private stations into the Vancouver area with the result that the C.B.C. ends up with 10 per cent of the market, what will they try to do about that situation in order to survive?

The CHAIRMAN: They have stated they will have another good look at it first.

Mr. FISHER: Are there any other areas aside from the Vancouver area where you have a tremendous amount of competition which indicates American programs are much more popular with the Canadian people?

Mr. GILMORE: There is a swinging audience. I think Mr. Jennings would substantiate this. It depends on the program period. In Vancouver and in Toronto you have five channels coming in. You are dividing the audience between four other stations.

Mr. FLYNN: I move we adjourn.

The CHAIRMAN: We will adjourn until tomorrow morning at 9:30. We will go on to that part of the programming concerning controversial and political broadcasting. We have finished H. 1, 2, 3 and 4.

THE FOLLOWING IS THE TEXT OF THAT PART OF THE
COMMITTEE'S PROCEEDINGS CONDUCTED IN
THE FRENCH LANGUAGE

ON TROUVERA CI-DESSOUS LE TEXTE DE LA PARTIE DES DÉLIBÉRATIONS
DU COMITÉ QUI S'EST DÉROULÉE EN FRANÇAIS

LE COMITÉ DE LA RADIODIFFUSION

(Page 703)

M. TREMBLAY: Je voudrais faire remarquer que je n'ai aucune sorte de partie liée avec mon collègue de Lapointe et si, hier après-midi, il m'est arrivé de m'amuser au comité de la radio, c'est plutôt des réponses que j'avais reçues... C'est une sorte de retour dans le passé des réponses que j'avais reçues qui me faisaient m'amuser.

* * *

(Page 712)

M. TREMBLAY: Pouvez-vous me dire si les régions de Chapais ou de Chibougamau, dans la province de Québec, se trouvent dans le rayon du poste CBJ?

* * *

(Page 716)

M. FORTIN: Monsieur le président, j'ai deux questions à poser. La première est la suivante: Est-ce que la Société se propose d'établir un poste de télévision française à Saint-Boniface? Et la deuxième question: Est-ce qu'il est exact qu'à Winnipeg il y ait deux canaux de disponibles à la télévision, l'un important, l'autre secondaire, et qu'une demande aurait été faite par la population française du Manitoba pour obtenir le canal le plus important et que, après que la permission leur eût été officieusement donnée, on serait sur le point de revenir sur cette décision et de leur donner le canal le moins important?

* * *

M. FORTIN: Une question supplémentaire: Est-ce que vous auriez une idée de la date à laquelle ce poste pourrait être mis en service?

* * *

(Page 733)

M. TREMBLAY: Monsieur le président, j'ai trois questions à poser à M. Gilmore. Voici la première: Quel est le but que poursuivrait la société Radio-Canada en augmentant le nombre d'heures d'émissions à la télévision? Deuxièmement: est-ce que cette fin que poursuit la Société répond à des demandes, à un besoin public et à des demandes bien précises qui ont été faites dans ce sens-là? Troisièmement, est-ce que la société Radio-Canada a entrepris, en collaboration avec des organismes d'éducation et différentes sociétés, différents organismes d'ordre culturel et social, etc., est-ce que la Société a entrepris une étude de ce problème en fonction des problèmes de la famille?

CANADIAN BROADCASTING CORPORATION

STAFF BY LOCATION

March 31, 1959

Headquarters, Ottawa.....	393	
Engineering Headquarters, Montreal.....	208	
		601
NEWFOUNDLAND REGION		
St. John's Studios and Transmitter.....	60	
Corner Brook.....	9	
Gander.....	6	
Grand Falls.....	8	
Stephenville—Television.....	1	
Goose Bay—Television.....	1	
		85
MARITIME REGION		
Halifax Studios and TV Transmitter.....	326	
Sydney Studios and Transmitter.....	14	
Moncton Studios and Transmitter.....	22	
Sackville CBA Transmitter.....	12	
		374
QUEBEC REGION		
Montreal Offices and Studios.....	2,267	
TV Transmitter, Montreal.....	10	
Vercheres Transmitter.....	7	
Marieville Transmitter.....	6	
Quebec Studios and Transmitter.....	25	
Chicoutimi Studios.....	13	
Chicoutimi Transmitter.....	5	
		2,333
ONTARIO REGION		
Toronto Studios and Transmitter.....	2,316	
Hornby Transmitter.....	9	
Windsor Studios and Transmitter.....	21	
Ottawa Studios and Transmitter.....	221	
Shortwave Receiving Station.....	4	
		2,571
PRAIRIE REGION		
Winnipeg Studios and TV Transmitter.....	381	
Carman Transmitter.....	6	
Regina Studios.....	16	
Watrous Transmitter.....	7	
Edmonton Studios.....	19	
Lacombe Transmitter.....	6	
Calgary Delay Centre.....	29	
		464
B.C. REGION		
Vancouver Studios and Radio Transmitter.....	403	
Television Transmitter.....	10	
Prince Rupert—Studios and Transmitter.....	12	
		425
INTERNATIONAL SERVICE		
Montreal Offices.....	153	
Sackville Transmitter.....	14	
Ottawa Studios.....	3	
Toronto Studios.....	2	
		172
NORTHERN AND ARMED FORCES SERVICES		
Ottawa Headquarters.....	5	
Yellowknife Studio and Transmitter.....	5	
Whitehorse Studio and Transmitter.....	5	
Dawson City Studio and Transmitter.....	2	
Goose Bay Studio and Transmitter.....	1	
		18
FOREIGN OFFICES		
London.....	4	
Paris.....	2	
New York.....	2	
		8
		7,051

June 4, 1959.

APPENDIX "B"

PROPERTIES OWNED OR LEASED

SELECTED CITIES

VANCOUVER

A—OWNED PROPERTIES

Address	Area	Use
1200-1220 W. Georgia St. (Lots 1 and 2).....	.396 acres (1-2 storey building and 1-1 storey building of 25,938 sq. ft. total)	TV studios, offices, shops, prop. storage, garage, etc.
1230 W. Georgia St. (Lot 3)....	.198 acres (1-2 storey building of 17,730 sq. ft.)	TV studio, offices, stores, screening facilities, film archives, etc.
Lot 4 W. Georgia St.....	.198 acres	Parking lot
Lot 5 W. Georgia St.....	.168 acres	2 multiple dwelling houses leased to former owner
East ½ of Lot 6, W. Georgia St...	.129 acres	Parking lot
Mount Seymour.....	3.9 acres (1-2 storey building of 3,000 sq. ft.)	TV transmitter building and tower
Lulu Island.....	18.97 acres (1-1 storey building of 2,922 sq. ft.)	Radio transmitters and towers

B—LEASED PREMISES

Vancouver Hotel.....	14,841 sq. ft.	Radio studios, offices, FM transmitter
660 Howe St.....	5,500 sq. ft.	Radio Studio and offices
650 Burrard St.....	9,666 sq. ft.	Offices
600 West 6th Ave.....	6,000 sq. ft.	TV scenery and props. storage
557 Richards St.....	3,780 sq. ft.	Program rehearsal space
1190-1192 Alberni St.....	3,373 sq. ft.	TV production offices
1030 W. Georgia St.....	546 sq. ft.	Office
29th Ave. and Imperial St.....	400 sq. ft. of land	Shortwave receiving station (Bldg. and equipment owned by the International Service)

C—ESTIMATED HOURS OF LIVE PRODUCTION 1958-59

	Radio	TV
National.....	375	120
Regional and Local.....	1,013.6	478.6
Total.....	1,388.6	598.6

CANADIAN BROADCASTING CORPORATION

WINNIPEG

A—OWNED PROPERTIES

Address	Area	Use
541 Portage Ave. (Lots 1, 2 & 3)	.35 acres (1-5 storey building and 1-2 storey of 69,120 sq. ft. total)	Radio and TV studios, offices, stores, record and film libraries, etc. and TV transmitter
537-9 Portage Ave.,.....}	1 acre	Offices, storage, shops and parking
300 Spence St.,.....}	(2-1 storey buildings of 9,450 sq. ft. total)	
327-9, 337, 341 Young St.,.....}		

B—LEASED PROPERTIES

Winnipeg Auditorium.....	18,790 sq. ft.	TV studio, Radio studio, rehearsal area, shop, storage
375 Balmoral St.....	7,500 sq. ft.	TV sets and prop storage

C—ESTIMATED HOURS OF LIVE PRODUCTION 1958-59

	Radio	TV
National.....	253	60.8
Regional and Local.....	1,474	405.8
Total.....	1,727	466.6

CANADIAN BROADCASTING CORPORATION

HALIFAX
A—OWNED PROPERTIES

Address	Area	Use
Bell Road and Summer St....	1.3 acres (4 storey building of 74,664 sq. ft. total)	TV studio, offices, shops, film library, storage etc.
Geizer Hill.....	12.75 acres (1-1 storey building and tower)	TV transmitter

B—LEASED PROPERTIES

100 Sackville St.....	13,011 sq. ft.	Radio studios, offices, stores, radio transmitter record library, etc.
Nova Scotian Hotel.....	2,049 sq. ft.	Radio studio and office
76 Bayers Road.....	7,047 sq. ft.	TV carpentry and paint shops and storage
7-11 Argyle St.....	4,310 sq. ft.	Radio studio, TV rehearsal space, storage
117 Howe Ave.....	5,047 sq. ft.	TV design offices and storage

C—ESTIMATED HOURS OF LIVE PRODUCTION 1958-59

	Radio	TV
National.....	229	57.7
Regional and Local.....	1,202	547.3
Total.....	1,431	605.0

June 8, 1959.